

The **REPORTER** *of Direct Mail Advertising*



**JUNE
1953**

SALUTE TO A:

SALES MANAGER WITHOUT SALESMEN

See Page . . . 10



If you demand flawless reproduction in your printed advertising, specify MEAD BLACK & WHITE ENAMEL. Long the aristocrat of glossy coateds, it is today—thanks to continuing research—better than ever. It's the increasingly popular leader of the complete line of MEAD Coated Papers for top-quality reproduction by

letterpress and lithography in one or many colors.

Your printer or lithographer—and, behind him, America's leading paper merchants—knows that MEAD Papers mean business.

A new Demonstration Portfolio, just off the press, is yours for the asking.

THE MEAD CORPORATION "Paper Makers to America"



Sales Offices: The Mead Sales Co., 118 W. First St., Dayton 2 • New York • Chicago • Boston • Philadelphia • Atlanta

This advertisement, in full color in *Time* and *Business Week*, helps you.

The Reporter of **DIRECT MAIL ADVERTISING**

Address all mail to
Editorial and Business Offices
224 Seventh St., Garden City, N. Y.
Phone GArden City 7-1837

Volume 16

Number 2

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THE ONLY MAGAZINE DEVOTED
EXCLUSIVELY TO DIRECT MAIL

The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.

WITH
BILLBOARD

IMPACT!



Yes, a "Cupples Personalized" envelope really stands out and demands attention. It catches the eye and gives that much-needed impact to your mailings, thus assuring you the opportunity for increased returns. Call Cupples today!

S.
Cupples
envelope co., inc.

360 Furman Street • Brooklyn 1, New York

TRIANGLE 5-6265

PHILADELPHIA
BOSTON
WASHINGTON



SERVING CHICAGO AND THE MIDWESTERN AREA

Lemarge has what you need . . . a battery of automatic machines capable of inserting as many as 12 pieces into one envelope . . . crews of experienced people to sort and tie mail accurately and speed your postal deliveries.

More and more mailers who want fast, economical, quality service are turning to **Lemarge** . . . the Midwest's leading mechanized mailing organization.

One of our representatives will gladly help on your next mailing. Phone today and get acquainted.



Write or phone
for details!

the **LEMARGE** company

417 S. Jefferson Street
Chicago 7, Illinois
Phone: HArrison 7-1030

Short Notes

DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

□ **THIS ISSUE** is the first prepared in our new home . . . during all the hullabaloo of getting settled. If you find any paint smudges or pieces of loose wire in your copy . . . you will know the reason why. But things are beginning to get back to normal. If you get near the vicinity of Garden City, drop in to see how it's like to work in country atmosphere. Wonderful!



□ **THE ADVERTISING FEDERATION OF AMERICA** has just published a new edition of its exclusive book guide service for the industry . . . "Books for the Advertising and Marketing Man." The bibliography has 1,747 listings under 60 different subject classifications. The new, revised edition sells for \$1. Order from AFA headquarters, 330 West 42 Street, New York 36, N. Y.



□ **WHOOPS!** A certain advertising agency has been writing to mail order operators offering the agency's services in placing ads and preparing direct mail pieces. The letters are pretty good. In a recent one the writer enclosed a sample copy of a catalog produced "recently" for a mail order operator. One of the recipients of the agency's letters wrote to the mail order operator to check up on the work of the agency and the returns from the catalog. He discovered that the user of the catalog sampled had gone out of business. Not a very convincing argument.



□ **WE JUST LEARNED** the details of the largest mailing operation ever conducted under one roof. Sixty-three million pieces. It was the mailing made by the Internal Revenue Bureau (24-page instruction book and forms for income tax returns). The production plan was originated by Rupert Wilson, president of Seal-O-Matic Machine Mfg. Co., Inc., 401 Chestnut St., South Hackensack, N. J. Rupe got the idea that the government was wasting money mailing the income tax forms and instructions in envelopes. Went to Washington and sold his system to top officials. His Seal-O-Matic machines were installed

and the Government Printing Office handled the entire job . . . simply sealing the booklets and the forms without envelopes. We understand that trucks transported the huge load to Dobson, Missouri, (the most central point in U.S.A.) where all the pieces were mailed.



□ **A NEW PORTFOLIO** containing samples of their complete line of coated papers is being offered free of charge by The Mead Sales Company, Philadelphia. Includes different grades . . . all



printed in color to show printing characteristics of each. The nine samples are both letterpress and offset stock. You can get a copy of the portfolio by writing to Mead's Advertising Department, Ledger Building, Philadelphia 6, Pennsylvania.



□ **THE FORD STORY** will be told at the DMAA Convention in Detroit (September 30, October 1 and 2). If the complete details are given it will go down in the books as the most revealing analysis of direct mail ever attempted. The continuing Roper survey for Ford proves that the average family receives much less advertising mail per day than commonly believed (3½ pieces per day). And the readership and retentive value is high. In one case, more than 60% of recipients remembered dealer's name at end of copy. The Roper study convinced Ford management it

The inside story of the list business #10

They say everyone loves babies, and right now it seems as though everyone loves their mothers. Mailers in many different fields find that new mothers are excellent prospects for almost anything. Mothers are so busy with their new offspring they haven't time to shop for anything but the bare necessities, and we've even heard that now it's Dad who buys the groceries.

So leisurely shopping trips are a thing of the past. The new mother stays home and leafs through the mail order shopping pages of the home decoration magazines and reads her mail with more attention than ever. She no longer feels that buying by mail is "corny" — it's the thing to do. In fact, frequently it's the only thing she can do. Parents with young children have been moving to the new housing developments and suburbs where shopping centers are still in the raw state. The selection of merchandise is often inadequate. Once she has the mail order buying habit, the new mother happily continues to buy by mail.

You can reach this huge new market in two ways. You can blanket the whole United States by using compilations of birth names as they are released daily or weekly at the rate of about 200,000 monthly. Or you can have a selection of those new mothers who have already formed the mail-buying habit. Millions of names of these mail-buying mothers are available. Half a million bought a gold finished diaper pin during 1952 and 1953. The rate for addressing labels is \$12.50 a thousand.

Another well-kept list consists of 95,000 1952-3 buyers of personalized birth announcements.

Another good buying mother list is one of 285,000 recent members of a club which offers a series of baby portraits at monthly intervals. The mothers who want this regular record of their baby's development have proved to be exceptionally responsive to mail offers of all kinds. The owner of this list will address your envelopes or other material for \$15.00 a thousand. His inquiries are also available at \$12.50 a thousand. These lists are just to whet your appetite. We've got lots more. Should you use compiled names or buyers' names? Well, of course, the best thing to do is to test both kinds. Here, however, is a general guide. Classify your product into one of three groups. One group will include offers with a universal appeal such as self-improvement type books appealing to young married couples, book clubs, general magazines or plans for making money. The second group will include offers with a specific appeal such as baby foods or any infant necessity capable of promotion by mail. The third group includes any offer not covered by these two, such as housewares, garden items, class publications, women's apparel, perfume and cosmetics. If your offer falls into the first two groups, you can probably use ordinary birth names, and also reach a larger audience. If your offer is in the third category, you should probably stick to the proved buyer type of list.

The compilation you use is important because there is a vast difference in the quality and coverage of birth lists.

They are tricky things to build. Duplication, especially in rural areas where towns overlap, is a prime headache. Because of the great demand for fresh birth names, control of mailing dates is important. If you have a direct competitor who is also using birth names, and if the freshness of the names is im-

portant to you it would be very desirable if you could find the most reliable source of the freshest names possible. It would be still more desirable if you could have exclusive rights to these names in your field. This can be done.

We have mentioned before that people who have indicated they want to improve themselves financially, culturally, socially or physically are the best of all mail order prospects. One of the largest lists currently doing very well consists of about a million names of buyers of a lanolin scalp treatment sold originally by television advertising. Addressed labels are affixed to your envelopes for \$15.00 a thousand.

Another new list in the self-improvement field consists of 100,000 recent buyers of 25¢ and 50¢ booklets on *Modern Letter Writing, Etiquette, Stamp Collecting, How to Make Slip Covers, Successful Public Speaking, Photography, Law* and dozens of other subjects. The booklets are well printed, running to 50 or 60 pages, and are bound to improve anybody who reads them. The names come to you already addressed on gummed labels at \$13.50 a thousand.

Would you like to be a millionaire? More than 65,000 people have recently indicated they would like to be one — especially a mail order millionaire — and have asked how to go about it. These names can be addressed to your envelopes for \$15.00 a thousand. These people have also subscribed to a business paper, bought books, taken out insurance and undoubtedly would be interested in listening to your story.

If this fresh list should produce as good results as another similar one which we have been recommending for several years, it will be used four times by one publisher in the business field and by several book publishers, a news magazine, an insurance offer, a business service and several other mailers. The list which did so well for these mailers consists of subscribers to a magazine devoted to *How to Operate a Mail Order Business*. There are 73,000 names, representing full term and trial subscribers. Your envelopes can be addressed for \$15.00 a thousand.

Now let's take a good jump into the sport field and tell you the story of a list of 325,000 names. The owner of this list is the best known sport outfitter in the U. S. He has been written up in several national magazines as a tourist attraction and he takes great pride in the way he carries on his business. He works so closely with the post office that his parcel post shipments just slide down a chute as though into another department. He mails out 3 catalogs in an 18 month period. If the buyers don't repeat and the 20% inquiries on the list don't buy in that period, the names are unceremoniously dumped. Old customers keep coming back with repeat purchases constantly. The average amount spent by these men is \$10.00 and everyone of them is a satisfied customer. The rate is \$16.00 a thousand for addressed labels. Needless to say outdoor magazines find these names highly productive, but also several general publications and a binocular offer have made out handsomely, too.

Well, we've lots more to tell you, but our space has given out. How about telling us what you are selling? Ten to one we can find the right lists for you.

Arthur Martin Karl

President

NAMES UNLIMITED, INC.

352 Fourth Avenue Murray Hill 6-2454 N. Y. 10, N. Y.
Charter Member National Council of Mailing List Brokers

OUR 25th YEAR IN THE LIST FIELD

Every Story Has a Moral
... even when it's about

GARDEN CITY ENVELOPES

Here is a copy of a letter we didn't receive, from a grateful though non-existent customer in Warm Mattress, Arkansas (located just above Hot Springs):

Sirs:

Since using your envelopes, our direct-mailings have more punch. A recent mailing, without envelopes, to illiterates in West Over-shoes County, drew an absolute blank.

Later, we made the same mailing, using your envelopes, to a selected list of car owners, offering a Free set of new Whitewalls. We were swamped by the response.



We're strong boosters for Garden City Envelopes from now on.

Virtually,

(Name Omitted)


THE MORAL?

(Of course there's a moral). Simply this; direct your mailing to the right audience ... have something of interest to tell them ... and always **USE GARDEN CITY ENVELOPES!** Period!

WANT PROOF? We've got it! Want ideas? We've got 'em! Want service that's slightly terrific? That's us! Give us a ring. Call any of the gang—but, do it now! CORNELIA 7-3600.

**SPECIALISTS IN ENVELOPES
AND OUTSTANDING SERVICE**

- MERCHANDISE
- AIR MAIL
- CATALOG STYLE
- POSTAGE SAVER
- PACKING LIST
- OFFICE SYSTEMS
- BANK STYLES
- EVERY OTHER STYLE

 **PHONE OR WRITE**
GARDEN CITY ENVELOPE CO.
3001 North Rockwell Street
Chicago 18, Illinois

Short Notes CONTINUED

was good business to increase direct mail budget from \$1½ million to \$3 million. This reporter enjoyed being on the program with Vic Armstrong of J. Walter Thompson, Detroit, at the Truckers' Association Convention in Belleair, Florida. Vic is the fellow who directs the spending of the three million and will probably be the one to tell the Ford story in Detroit.

□ **SORRY** to learn of the decision by Cowles Publications to discontinue *Quick*. Our favorite magazine. But Les Suhler is doing a good job with his letters to subscribers telling them how their unexpired payments will be applied to *Look*, which will, with the June 30 issue, incorporate many of the *Quick* features.

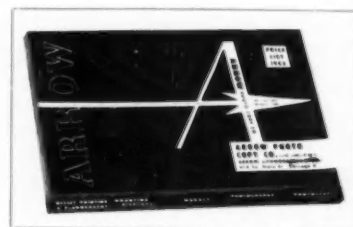
□ **THE NORTON COMPANY** gets double billing in this issue. Another masterpiece has to be mentioned. (See other item on page 35). Try to get a sample of the beautiful souvenir booklet, titled "Tomorrow ... is Already Here!" Write to Leonard Shaw, publicity manager of the Norton Company, Worcester 6, Mass. It is a deluxe, combination offset and letterpress job, 11x8½ inches, 28 pages. Gives visitors to the plant a word-and-picture story of all the operations. Well done.

□ **BALLOTS** for nominating candidate for this year's Miles Kimball Award have been mailed to DMAA and MASA members ... but Jeannette Robinson informs us anyone connected with direct mail can submit a name (no form needed). Your candidate should be someone who has "made an outstanding contribution toward the greater and more effective use of direct mail advertising." Send your nomination on your own letterhead before July 15 to Robert S. Crawford, Secretary of Miles Kimball Award Committee, 553 Carroll Street, Akron 4, Ohio.

□ **WE LIKE** the clever way Stuart Webb (306 N. Gay St., Baltimore 2, Md.) handles the addressing on his 4-page, 8½"x11" house magazine, "Passing Comments." Published "if, as and when the spirit moves us." It's designed to be mailed in a No. 10 window envelope. At bottom left of first page is a yellow, rounded-end, rectangular border to indicate position which will come under window when folded and inserted. The

address is typed within the border. Above the space, this bold caption: "Among other important people receiving this issue ..." Well done. Nothing like a little apt flattery to get favorable attention.

□ **TWO ANNIVERSARY PIECES** stuck out in this month's mail and demanded attention for their excellence. The spring issue of "Printed Words" (h.m. of Von Hoffman Press, Inc., 105 S. Ninth St., St. Louis 2, Missouri) celebrated their 35th anniversary. Superb job of history telling in words and pictures. The Cuna Mutual Insurance Society (Credit Union National Association) Madison 1, Wisconsin celebrated its 19th anniversary with a beautiful and colorful, lithographed, 10-page, 8½"x11 inch Annual Report. No criticism possible.



□ **ARROW PHOTO COPY COMPANY**, 414 South State Street, Chicago 4, Illinois has just released a modern two-color booklet describing their varied photographic services. Photostat, photo offset purchasers will find comparison guide for current prices in the trade covering all sizes of photographic work. Free copies of the booklet are available by writing to Arrow at Dept. P.L.

□ **BONER DELUXE**. One of our spies sent us the dope on one of the worst boners of the year. A one hundred thousand, three-color post card mailing had been completely printed and half-way addressed before someone discovered where a period had been placed in a medical formula where no period should appear. Changed the formula. A darn expensive dot of ink. The whole job had to be re-run.

□ **MACK BERESFORD**, vice president and sales manager of James Gray, Inc., 216 East 45 Street, New York 17, N. Y. deserves a pat on the back for one of his extra-curricular activities along charitable lines. He doesn't know we know about it. Mack's pet hobby is magic. He's a member of The Society of American Magicians. An expert. He stages free shows for children in underprivi-

leged areas. For instance, on the night of May 14 he ran a two-hour show at Public School 43, located at 129th Street & Amsterdam Avenue in the heart of Harlem. An audience of about a thousand negro and foreign-stock kids. Mack was assisted by eight other magic hobbyists or professionals — Larry Berman of Marquardt Paper, Leon Hassan, Prof. George Miles, Marty Zuckert, Norman Jensen, Teddy Gunedes, George Mass and Clyde Murray. Mack pays all the expenses out of his own pocket . . . and has a wonderful time. But we think he deserves a pat on the back for doing a one-man job of bringing cheer into areas where democracy has a hard time fighting its world-smothering competitor.



□ PAUL DYAL, printing craftsman, of 30 Irving Place, New York 3, N. Y. used a novel twist of make-up for a double post card. Usually the reply address side is folded inside. Paul reversed it. Put the reply address on outside back, but made it emphatic that it was reply card and stamp had to be attached. (Couldn't use business reply permit as that might confuse postal clerks). Opened (with card folded at narrow edge), the message with questions was at left. The space for answering questions was at right. All at one glance. Better than the usual confused arrangement. Sealing (not absolutely required by post office) was accomplished by small spot of ordinary padding glue. Worth remembering.



□ AT LAST we are going to have some down-to-earth material on how to use direct mail in the export market. There have been a lot of inquiries for material on this subject . . . but very little concrete material was available. We've just read the first of a series of booklets to be written by Andrew Harper, president of A. Harper Associates, Empire State Building, New York 1, N. Y. Just what the doctor ordered. Explains the foreign market; tells how to write copy to foreigners; gives twelve important rules for preparing your mail approach. We'll try to get Mr. Harper to brief his story for a feature article in *The Reporter*. In the meantime, write to him for a copy of Booklet No. 1, "How to Win Customers Abroad with Direct Mail Advertising."



□ TIMELINESS is one advantage of direct mail. Here's a good recent example: Monday, May 11, was one of the hottest days on record on Long Island, N. Y. Scorching! We knew because it was our first day in the new offices. The heat and moving confusion provided no cause for celebration. The Long Island Lighting Company rushed out a postal



*The letterhead paper you'll find
in offices where decisions count!*

COCKLETONE BOND

Men in key positions know the importance of a proper letterhead to represent them. That is why Cockletone Bond is *found* in thousands of progressive firms. Executives prefer its sturdy feel, lively crackle, rich shade of pure white. Cockletone Bond is moderately priced. Why not investigate the advantages of making this finer letterhead paper your regular business representative.

You can obtain business printing on Hammermill papers wherever you see this shield on a printer's window. Let the Guild sign be your guide to printing satisfaction.



SEND THIS COUPON for the FREE Cockletone Bond Portfolio. It contains a wide assortment of good, modern letterhead designs. You'll find it helpful in improving or redesigning your present letterhead. We will also include a sample book of Cockletone Bond.

Hammermill Paper Company, 1621 East Lake Road, Erie 6, Pa.

Name _____



Position _____

(Please attach to, or write on, your business letterhead.)

TR-Jun



LOOK FOR THE *Cockletone* WATER MARK

America
does business on

NEKOOSA BOND

When you put your pen to Nekoosa Bond, your writing never "feathers." When you print on Nekoosa Bond, letterpress or offset, it reproduces beautifully. Takes typing perfectly; withstands hard erasing. Little wonder, then, that Nekoosa Bond has become one of the largest selling bond papers in the world—a leading choice everywhere for letterheads, envelopes and most other business forms. In white and eleven attractive colors.

Nekoosa-Edwards Paper Company
Port Edwards, Wisconsin



BOND
Nekoosa
MADE IN U.S.A.

Short Notes CONTINUED

card on same day to all customers. Heading: "MONDAY was just a sample. The really HOT days are coming." They invited everyone to a free exhibition of air conditioners at the Garden City Hotel. Sure . . . we attended.



□ A LOW-PRESSURE BOOKLET is paying off for The Snow-Nabstedt Gear Corporation, 251 Welton Street, Hamden, Connecticut. Instead of the usual hard-hitting sales literature generally used in industrial exhibits . . . the gear company used a 7"x5" lithographed booklet presenting good will and personality aspects when they entered a regional boat show. Produced by E. J. Lush, Inc. (advertising), 207 Orange Street, New Haven 10, Connecticut, the 12-page, three color booklet was sans straight sales copy. Stressing the personality of the company . . . the piece was entirely devoted to telling about their plant, business philosophy of the management, and job opportunities there for new personnel. The booklet was so well received at the show that S-N Gear Corporation is now distributing them to all their distributors and employees.



□ DIRECT ADVERTISING is the name of the official magazine of the British Direct Mail Advertising Association, 53 Victoria Street, London, S.W. 1, England. It is published quarterly. Up to March 1953 (Number 7) circulation was limited exclusively to members of the BDMAA. But starting with Number 7, the magazine (the only one in Britain devoted to direct mail) was released from private circulation. Editor: Ian S. Colthart says he'll be glad to send a copy to any Reporter reader who might be interested in becoming a subscriber (at 10/6d. per annum . . . about \$1.48). We always enjoy reading proceedings of the BDMAA and all the news and ideas of our English friends.



□ PRINTING PLANT MANAGEMENT will be interested in a new "Safety Manual for the Graphic Arts Industry" . . . jointly distributed by the National Safety Council and the Education Council of the Graphic Arts Industry. It's written for supervisory personnel . . . with detailed information how accidents to printing plant workers and equipment may be prevented. Has over 70 illustrations and outlines complete safety programs for large and small plants. Price for the manual is \$2.50 per

copy. Write to the National Safety Council at 425 North Michigan Avenue, Chicago 11, Illinois.



□ THIS ACTUALLY HAPPENED. Hope the Secret Service won't object to our reproducing a piece of mail received by Simon & Schuster. Only part of the bill is shown . . . so we can't be charged with counterfeiting currency. A fellow in Biloxi, Miss., received a Simon & Schuster offer. Stapled the address to a



dollar and attached a 3¢ stamp. Wrote his name and address on reverse side of stapled coupon. The post office delivered it unharmed. Whether this is a new idea for mail order advertisers (to replace or eliminate return envelopes) is . . . questionable.



□ MORE DOLLAR "BILLING." Beulah Roth, Promotion Manager of radio stations KFJ and KFJ-FM created an impressive folder to help salesmen sell KFJ Golden Sports Program. Attached was a real dollar bill, dramatizing the fact that prospects could talk to \$21,000-000 worth of buying potential in KFJ area with the sports program. The folder went to a top-grade list of prospects who could afford the \$22,000 tab for the sports program airing. Reaction to the stunt has been very gratifying, reports Beulah. The cost was well worth the doors it is opening in sales contacts and resistance-breaking for KFJ salesmen.



□ VIOLA McGINNIS of Moresales Associates, 461 8th Avenue, New York, New York sent us this piece (reproduced here from original 8 3/4"x3 3/4" folder)



they did for Arkell Safety Bag Company, 10 East 40th Street, New York 16, N. Y. Translation inside reads that although the Chinese originated papermaking many years B. C. . . it was not until the late 1890's that Arkell originated crinkled

kraft paper. Viola says that they knew nothing about the Yoon Yun campaign (April Reporter, page 52) when they produced the piece . . . that it "must be the oriental influence in the air!"



□ DEPARTMENT OF CLARITY. Edward Corsi, Industrial Commissioner of the State of New York, has issued a new order . . . this one much more sensible than the now defunct Order No. 5, attempting to regulate and eliminate typing in the home. The latest order rules that the "Division of Placement and Unemployment Insurance" be renamed as the "Division of Employment." That's replacing a phonetic and psychological jawbreaker with a single, simple, positive name. We are making progress toward cat-crossed-the-street language.



□ GLAD TO SEE a picture of a former contemporary of this reporter in a recent issue of the Pittsburgh Press. Showed the oldest tenant of the Wabash Building . . . Hubert A. Lane, owner of the Central Press Bureau (lists), organized in 1907. H.A.L. (called Henry by most) was seated at his first and only, old-fashioned, roll-top desk. The Wabash Building is finally coming down to make way for the Gateway Project.



□ SPEAKING AGAIN OF SHOW-MANSHIP . . . Ira S. Glick of Science Research Associates, 57 W. Grand Ave., Chicago 10, Illinois very kindly sent us a complete set of renewal letters (changed each year) used to induce schools and related groups to continue annual subscriptions to SRA guidance material. All pieces were written with a light touch, with sprightly illustrations. Ira claims this year's series is "one of our most successful." So even professional educators respond to appropriate humor.



□ TUT! TUT! *Small Homes Guide* took a page in *Advertising Age* to compare its advertising advantages with direct mail. Heading: "Direct Mail Accuracy . . . at Magazine Rates!" Only a penny per prospect! Selective audience because all copies are purchased! Seems like a weak argument. And how it can be compared with direct mail is beyond us.



□ A MINIATURE PAIR OF SCISSORS is the latest gimmick used by Wolverine Tube Division of Calumet and Hecla, Inc., 1828 Guardian Building, Detroit 26, Michigan. Added to their
(Continued on page 42)

no. 1 of a series



the
reply
card

OR ENVELOPE

is

"IN"
the letter

the reply-o-letter

7 CENTRAL PARK WEST
(at Columbus Circle)
Telephone Circle 5-8118

J. J. Kent
1234 River Rd.
Hometown, U.S.A.

Properly used, direct mail puts salesmen in a favorable selling position, in front of buyers.

One of the country's outstanding users of "direct-mail-to-aid-salesmen" is

Remington Rand

. . . and it is more than a coincidence that they use Reply-O-Letter, have used it since 1937.

Here's one example: a timely release to a selected list of Electronic Engineers offering a Manual on record-keeping requirements for CMP brought in 344 replies -- better than 17%.

Others such as the New York Times, Air Reduction, Procter & Gamble, New York Life, Random House also are customers of long standing.

Their immediate aims may differ. But when they want inquiries, orders, or answers to questionnaires, the country's top advertisers turn to Reply-O-Letter.

We'll gladly send you samples and a copy of our booklet, "IT WAS ANSWERS HE WANTED."

Sincerely,

The Reply-O-Letter

Phone nearest sales office — or write REPLY-O-LETTER 7 CENTRAL PARK WEST, NEW YORK 23, N. Y.

ART WORK
BY MAIL

RAYMOND LUFKIN TENAFLY, NEW JERSEY

"ADAGE MAILERS" PAY!



Now! Effective!
Low Cost!

FREE samples and prices ADAGE CO., HOWELL, MICH.

An Ad Agency that Loves DIRECT MAIL

Many agencies don't want to "monkey" with MAILVERTISING. (Some don't have the know-how.) Direct mail is no stepchild here! Please inquire on letterhead.

"That Yellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago

UP in the clouds?

Is too much of your Direct Advertising "up in the clouds," lacking the thunder of profitable response?

The planned-for-results promotional printed matter which we create for many businesses — large and small — isn't always a sight for sore eyes. But it usually has a proven, down-to-earth selling idea behind it whether for a single promotion or complete campaign.

You'll never know just what we do 'til you give us a chance to demonstrate. Find out — write or phone TODAY for FREE portfolio of samples.

PHILIP J. WALLACH COMPANY

Direct Advertising • Sales Promotion
220 Fifth Ave., New York 1 • MU 9-6122

Member: DMAA • Associated 3rd Class Mail Users

SALES MANAGER WITHOUT SALESMEN

By Paul J. Bringe

Sales Manager, Milwaukee

Dustless Brush Company

Reporter's Note: Paul Bringe has received widespread publicity for his replacement of salesmen by direct mail. But this is the first time the story has been told so completely. Paul prepared the manuscript printed here for his talk at the Advertising Federation of America Convention on June 17. We were able to reproduce in advance because copies of *The Reporter* will reach subscribers just about the day after the convention closes. This is an important report for direct mail records. It shows exactly how direct mail can be used to supplant salesmen . . . IF absolutely necessary. Because of his work . . . we think Paul Bringe deserves a cover salute. He is a product of Milwaukee. . . born there in 1912. Educated there. Has spent his business life in sales work. Joined the Milwaukee Dustless Brush Company in 1937 and expects to be there from here on out. This year, Paul Bringe is serving as president of the Associated Third Class Mail Users . . . an important post. If you care to write him . . . address 530 North 22 Street, Milwaukee 3, Wisconsin.

The quickest way I can tell you how we replaced 125 salesmen with direct mail is to state that we sent each man a letter saying "So long, it's been good to know you" and then we started using direct mail. That is what happened, but it was not as easy to do as it is to tell about it.

Ten years ago this month when our country was just going into high gear on war goods, my Company, manufacturing industrial floor brushes, was facing conditions that threatened to put us out of business. We were losing salesmen to the draft and to tire and gas rationing. Recruiting new men was difficult, and for a salesman to get past the plant guard to see a buyer about floor brushes, when most buyers were interested only in production materials, was practically impossible. At the same time we could not get rationed materials for our production because we could not show enough rated orders from war plants. We have always sold our brushes directly to the industrial user, so when our salesmen could not produce, we were in real trouble.

We were searching for a means of replacing our salesmen with the next most forceful method of selling. Some preliminary tests indicated that direct mail might be the answer. We could not use salesmen along with direct mail because our salesmen worked in protected territory and were entitled to commissions on all orders. We could not afford to pay out the same sales dollar twice, once for the mail and again to the salesman in commission. So we dismissed all of our men in 24 hours and started direct mail.

At this point we knew nothing about mail, what was good or bad, so you can understand why our business dropped into the cellar for three months after that decision was made. This is usually the point where most manufacturers would say, "Yes, we tried direct mail but it just doesn't work in our business, our business is different." We might have said that too, but we had already burned our bridges, we no longer had any salesmen to fall back on. It is at just this point that our previous experience with salesmen reinforced our determination to make direct mail work for us.

When a new salesman is hired, no one expects him to set the world on fire on his first few calls. No one expects him to bring back ten orders on his first day out. It is taken for granted that the new man will require a training or growth period during which he will have to be subsidized. No salesman expects his first call on a prospect to produce an order—he knows that in most cases he will have to make many calls before getting any business.

This was a normal concept to us and it is not strange that we applied the same thinking to direct mail. We felt that we would have to call on our prospects, three, four or five times and possibly more with direct mail before

they would begin thinking of us as a possible source for brushes. Certainly if we had based a decision for the continued use of direct mail on the results of the first few pieces we sent out, we would have discontinued it almost at once.

After the first three months of dropping business, the turn came and volume started up. Orders came from the largest plants in the country where a salesman could not get through the door, and those orders carried priority ratings that made it possible for us to get scarce materials. We were now dealing directly with the largest manufacturing plants in the country and our only sales contact with them was letters, broadsides and all the other forms of direct mail. Sales volume went up 400%. We hit our production ceiling in 1947. Since that time, we have been operating at top capacity selling everything the plant can produce.

What did we gain by switching to direct mail?

We have reduced our selling cost per unit about 30% while gaining a tremendous increase in volume.

We control the sales story in every detail. We do not attempt to train salesmen and then hope they will sell as we want them to. In effect, we have *one* salesman multiplied by the number of pieces we send out.

We determine which prospects we will call on, and when. We do not waste our sales dollar calling on prospects with no buying power. This is perhaps the most important advantage of direct mail over other methods of selling.

We control selling effort. We pay only for sales calls actually made. We do not pay for selling time spent at the ball game or selling time wasted between calls.

We can control cost by shutting down effort or increasing it when necessary, and we can do this *fast*.

We are not tied to the maintenance of a sales force at one level when the market may demand more or less effort.

Direct mail gets in to make its calls where men cannot. Today we are selling our products to 50,000 manufacturing plants and we make a call on each one of them at least once a month. If the 125 salesmen we had previously were to make those calls, each man would have to make 19 calls a day, 5 days a week and 50 weeks a year. This does not take into account the millions of calls we make every year on new prospects.

We feel direct mail has given us an acceptance among customers and prospects that we could not gain by any other method.

We do not use direct mail alone to do this job. We supplement the mail with a fair schedule of publication advertising. In addition to industrial trade papers, we use general circulation business books. Right now about 15% of our sales budget goes into space advertising.

I want to make clear however, that we use publication advertising only to build up an acceptance for our products with our prospect and to keep him sold so that when our mail lands on his desk, he recognizes it as coming from an established firm in whom he can have confidence. We get relatively few inquiries from ads, we convert about 90% of them to customers with a one shot letter (that's because very few people inquire about floor brushes unless they are ready to buy.) We use publications not to sell brushes today (the mail will do that) but to build up the willingness to buy from us tomorrow. We are much more concerned about what business will be a year from now and five years from now than we are about what business is today. That is because we are brush manufacturers before we are direct mail users, we have a plant to keep busy and men to keep working, and the first task for any distribution system we use is to keep that plant busy.

All of you have seen the attempts that some publishers make to draw a cost comparison between advertising in their book and the use of direct mail. I don't know if you have been sold by these arguments. I have not, because of some facts gained through our own experience.

We have written mail order ads carrying a full selling story with prices, so that the prospect could order from the ad. These ads were inserted in various publications and we measured the results. We then reprinted the ad,



Typical Milwaukee Dustless Brush Company self-mailer . . . Top illustration shows 5 1/2"x8 1/2", two-color (second color blue) piece ready for mailing. Opens to 8 1/2"x11 1/2" letter (center). Opens again to 11"x17" two-color spread (bottom).

Like Finding Money In An Old Suit!

Lots of list owners keep their customer and prospect files in mothballs when they aren't using them for their own purposes.

Others realize the revenue-producing possibilities of selected rentals... at good prices... to non-competitive mailers... through an accredited list broker. It's like finding money in an old suit and it keeps lists "alive" while meeting part or all of their maintenance costs!

Tell us how many names you have and how you obtain them. We'll tell you what you can expect in list-rental revenue in the course of a year.

GEORGE R. BRYANT CO.

75 East Wacker Drive
Chicago 1, Ill.



GEORGE R. BRYANT CO.

of N.Y., INC.
595 Madison Avenue
New York 22, N.Y.

Member National Council of Mailing List Brokers

how's business?



could you use a little help?

Right now is the time to give your sales a shot in the arm! Reach those "hot prospects" with a top flight direct mail program. Investigate our services. We have the know how, the creative staff, the proven lists, and the modern facilities to make your sales click!

General Office Service, Inc.

direct mail advertising

527 SIXTH STREET, N. W.

Washington 1, D.C.

Na. 8-5348

exactly the same, and sent it in the form of a self-mailer to the very same people who read the publication, in fact, the publication and the mailing piece were both addressed from the same plates. We get 13 times the return in orders from the ad reprint going to the same readers than we do from the ad itself.

I won't take the time to explain why this happens, but I think most of you have some ideas on that already. You can see that a publisher who tries to compare his rates with direct mail has to be 13 times cheaper in my book, and very few are.

Now I know you are thinking that if we can get such results from circulation lists, why don't we base all of our efforts on them. We do not do this because the dollar sales result from circulation lists is small, even though I can get 13 times greater results with an ad reprint than I can with an ad.

Circulation figures mean very little to the man who depends on direct mail for the bulk of his business. Circulation, even though it is confined to a particular field, represents the shotgun approach in selling as compared with direct mail which is the rifle approach. The best direct mail in the world is totally wasted on the prospect who does not need your product, cannot afford to buy, or does not have the authority to buy. Too much direct mail today is going to the wrong people. This is just another way of saying that the list you use is the most important part of direct mail.

I said that we did not know much about mail when we started using it. That was a fortunate thing for us because I believe it made our success with mail possible. From the very beginning we thought of a piece of mail as a salesman and not as advertising. Every piece of mail we send out must tell the complete story of our products. It must do more than this — it must anticipate the questions a prospect will ask and answer them in advance. A piece of mail cannot afford to miss any selling fact because it has only a few short moments of a reader's attention. During those few moments it must get the prospect's attention, interest, and must ask him for the order as often as possible. It must be careful not to offend any of his prejudices, it must be scrupulously honest, and above all, it must be believable.

I don't think any of us has ever known a salesman with all of these qualifications. Yet your piece of direct

mail can be a perfect salesman and you can duplicate him as fast as a printing press can turn.

We did not learn all these things about mail from books — our customers and prospects taught us how to create good mail. When we did not do a good job of creating interest, we had very little response, and that was good education because it hit us in the pocketbook. When we did not give the prospect all of the facts, he told us about it in letters asking hundreds of questions. We quickly learned to supply the answers in advance. When we wrote something that was not believable, our prospects told us about it fast — with plenty of penetrating comments. When we forgot fundamentals and did not make it easy for the prospect to order — he obliged us by not ordering.

We have not followed the so-called "Rules for Success in Direct Mail." We felt that many of those rules were self-limiting and that we could do much better if we would follow "Rules for Good Business," the kind that are used every day in all good business operations. For example, in many direct mail operations, the goal to strive for is to make every mailing pay its own way — to make every mailing show a profit or at least break even.

We did not start direct mail with this handicap in thinking, for that's what we consider it. We send out large quantities of mail not expecting that it will pay off in orders immediately. We might be trying to get into a particularly tough market where one letter or even four or five could not be expected to change fixed buying habits. We look on such mail as a type of long term investment where profits are slow to come but very steady once the flow has been established.

Similarly, when it comes to testing, we do not do it in the usual sense of the term. If we are offered a list of hospitals, we would not test it or use it because we know that hospitals use relatively few floor brushes. If we are offered a list of industrial plants, the chances are that we would use the entire list without testing. This is because we know that industrial plants use a great many floor brushes and even if our first few mailings did not pay off, the effort would not be wasted — we would be softening up our prospects for future purchases.

Our unorthodox attitude on testing extends to such things as size of envelope, color of stamps, color of envelope, and all the other little variables that the mathematically mind-

ed boys like to play with. We believe any direct mail appeal whose success is dependent upon these little variables is not a very strong one and needs major overhauling. I do not mean to imply that we do not use variety in our mail—we do. We use colored envelopes, colored circulars, special order cards, and die cut pieces. But we do not use these things as a result of test—we use them because they lend themselves to good sales literature. Far more important is the selling message—does the circular and letter SELL—does it give the prospect a real reason for buying—does it make him want the product. The extra sale that is made because the buyer was attracted by a



From the always excellent Torch . . . official magazine of the Milwaukee Advertising Club (740 N. Plankinton Ave., Milwaukee 3, Wisconsin).

colored envelope does not produce a strong customer—I want the buyer (who bought because he wanted our product badly enough to go through the trouble of sending away for it. I want the buyer who has bought a floor brush, not the buyer) swayed by a trick order card or a gadget.

I know there are many amazing stories of success with unusual appeals. I do not question such results over the short run. I know many of them have paid off handsomely. But, do they produce customers for your product who will be with you five years, ten years, and fifteen years later? Here again I want to repeat, we are not too concerned with immediate orders—we must have a certain number of those, of course, but we are most anxious to get the long time buyer and we are willing to send him 50 pieces of mail without an order, if we can get an order from him on the 51st try.

When we send out mail, and how

heavily, depends on how large an order backlog we have at any given time. We want to maintain the backlog at a constant level and if it happens to fall too low in the middle of December, we send out mail in the middle of December. (Incidentally, it was some time before we learned that industrial direct mail is not supposed to produce business during the Holiday season.) We did not know about that so we always mailed just as heavily during December as at any other time—and we always got good results—and we still do. Maybe a part of the reason for that is because other mailers are following the rule and not sending out mail—if that's the reason, I hope other mailers keep it up.

Some mailers feel that it is desirable to hide the true identity of the mailer and product, and use an irrelevant teaser on the outside of the envelope so that the recipient must open the letter to learn what it is about before he can throw it into the wastebasket. We do not follow that rule. All mail we send out carries our full name in the corner card (which certainly identifies our product) and in addition, we say something about floor brushes on the outside of the piece. We do that for two reasons:

First, it helps the mail clerk route the mail to the proper party. We find that identifying the product on the outside of the piece will get it properly routed 98% of the time.

Secondly, when the mail reaches the brush buyer, he may throw it away without opening it, but not before he looks and sees that it was sent by the Milwaukee Dustless Brush Company. That's a sales impression and one more hammer blow toward getting our product in a new plant.

Also, the man who does open our mail, knowing it comes from us, is the man interested in floor brushes and that's the man I want to reach. The buyer may throw away a piece of our mail any day in the week, but the chances are there will be another piece on his desk within seven days—and a week after that there will be another. Within a relatively short time, he thinks he has been getting mail from us for the past 25 years—that does not necessarily result in an order but, the first time anyone in his plant complains about the floor brush he is using, it is virtually impossible for that buyer to think of any source for brushes except our Company.

Another exception to the rule is our preference for lists of firm names

SAVE TIME AND MONEY! TIE BUNDLES AND PACKAGES THE EASY WAY WITH THE FAMOUS SAXMAYER NO. 6 TYING MACHINE!



Latest addition to the SAXMAYER line is this highly efficient general purpose machine especially suited for tying such things as mail in direct mail departments. Using either twine or tape, it ties all shapes and sizes of packages up to 6 inches high. Attractively finished in enamel with white porcelain top. Legs furnished at slight additional cost.

Whatever your tying problem there's a SAXMAYER to meet your requirements. Write for illustrated folder describing 20 standard SAXMAYER Models serving over 100 different industries.

DEPT. A

NATIONAL BUNDLE TYER COMPANY

Blissfield,
Michigan



creative design

**Combine Color —
Illustrations — Message
To Make Your Envelopes
Get More Results!**

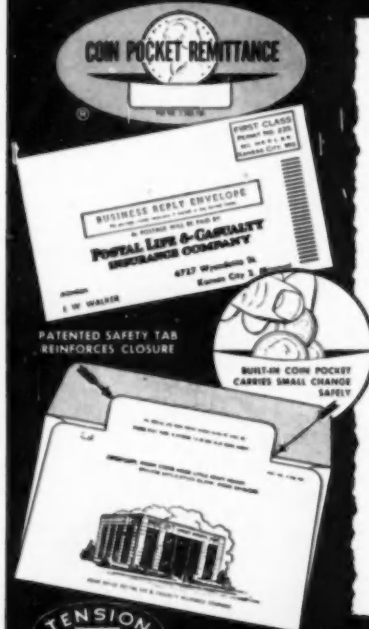
A good envelope does not only "enclose" . . . it challenges! Tension "Creative Design" envelopes are planned by our skilled art staff to make your mail or packaging more profitable by making it more appealing before it's opened!

Creative design makes your mail "outstanding" . . . takes it out of the ordinary . . . gives it attention value . . . gets it seen . . . helps get it opened and read. It gives your envelope-packaged products eye-appeal, and helps move them off the shelf.

Investigate Tension "Creative Design" today. And find out, too, about "Tension Inventions": Envelopes tailored specifically to do new, unusual jobs . . . or old jobs better! (See the ad below.)

TENSION ENVELOPE CORP.

TENSION INVENTIONS



**ENVELOPES To Save
You Labor, Speed Service,
Help Prevent Mistakes!**

Are Coins Your Mail Problems?

**Here's an Envelope that Brings Small
Change Back Safely—Increases Returns!**

When you ask customers to return small change by mail—do you make it easy and safe for them to do so? Here's an envelope specially designed for carrying coins and currency in complete safety. It incorporates Tension's built-in coin pocket with safety tab to hold small change securely.

Your prospects know this envelope is designed for mailing small change. They slip currency in it without hesitation—and trust it to the mails. This customer confidence brings you more returns. You run no risk of torn envelopes and lost remittances. Bring back paper money and checks, too!

Write for a sample today!



TENSION ENVELOPE CORPORATION

New York 36, N.Y.—522 Fifth Avenue
St. Louis 10, Mo.—5001 Southwest Ave.
Minneapolis 1, Minn.—129 North 2nd St.

Des Moines 14, Iowa—1912 Grand Avenue
Kansas City 8, Mo.—19th & Campbell Sts.
Ft. Worth 12, Texas—5801 East Rosedale

rather than individuals of these firms. As you may know, it is difficult to maintain the correct names and titles of individuals when these are required.

We had a mailing piece received at our Company just a few weeks ago that illustrates this. This piece was addressed to Mr. Fred S. Hunt, President, and came from a cemetery association in a small town nearby. Now, it so happens that Fred S. Hunt died about 12 years ago and, therefore, is not a very likely prospect for this cemetery. However, it also happens that Fred S. Hunt is buried in the very cemetery that sent out the mailing piece. Perhaps this mailer has devised means of getting returns that none of us know about.

One of the questions that came up after a few years of our direct mail operation was, "Does direct mail distribution lead to other methods of distribution—is it flexible enough to permit a fast change if necessary?" We wanted an answer to this question because we are not convinced that we will always sell our products by mail. It is conceivable that the time might come when we want to change our methods.

You can appreciate that if you send out many millions of mailing pieces direct to your prospects, you will in due time receive inquiries from jobbers and distributors who want to handle your product. These people run into customers whom they cannot sell because they are buying a satisfactory product from Milwaukee. Naturally, the distributor wants to have that product. We received many letters from firms eager to handle our products—we had a uniform answer for them—we sell direct by mail and not through distributors—period. This did not please them very much. From our standpoint, we were not interested in them because we have always been able to sell our full production at a lower sales cost than the distributor expects in discounts.

However, we became concerned about the unfavorable attitude toward us that we were building, for it seemed the time might come when we wanted distributors badly. So we decided to take out a little insurance in that direction. We decided to offer our products to a limited number of distributors and gauge the results.

First, we set up a sales policy that would automatically screen out the distributors we did not want. We offered a smaller than normal discount, we required that all orders be in minimum quantities, we refused to make any drop shipments to distri-

butors' customers, we would not offer exclusive territory to anyone, we told the distributor that we sold to his customers by mail and would continue to do so, and we told him we would not furnish the names of present customers but that if he found them and sold them, we would raise no objections.

You might say that is a very tough sales policy for the distributor to swallow, and it is. We sent this sales policy with a letter to a group of distributors telling them that we would now accept them to handle our products. Within six months we had more than 400 distributors, 20% of our sales were being made through them, and this was done entirely by mail. No representative of ours has ever made a personal call on a distributor—all contacts have been by mail—and let me emphasize that the mail sent to distributors was strictly the low-pressure type—we invited them to join us—never anything more. Today, we sell 25% of our production through distributors—we do not like to have it any higher than that. During 1951 we turned down about 250 distributors who wrote to us—we put them on a waiting list for our products. We are convinced that if need be, we could change our entire distribution method within as short a time as two months.

How is it that we can get distributors interested in our products and keep them interested without ever making personal calls on them? It is because we do not waste time and money trying to sell the distributors—we go to his boss, the industrial consumer and sell him on our products, and the consumer forces the distributor to us. When he comes to us under such conditions, we are in the driver's seat—and we do drive. They don't like it at first. They call us long distance at their expense and give us ten reasons why we are completely crazy, tell how they don't do business our way and don't expect to start now.

After they have blown off enough steam, we tell them that the only reason they have phoned is because they have a few orders for our brushes on their desks, that they have not been able to switch the customer to some other brush, and want to fill those orders. There is only one way the distributor can fill those orders, and that is by doing business our way. And, after a few months, he comes to feel that our way is pretty good. We continue to sell for him with direct mail so that orders come

to him more often than he goes after them. We give him the finest quality brushes it is possible to produce and we go to extreme lengths to satisfy his customers on complaints. That makes a steady repeat business for him and that's what he wants.

I see no reason why thousands of industrial products cannot take advantage of the short cut in distribution that direct mail offers. Certainly all other methods of distribution can use direct mail in hundreds of ways to increase sales effectiveness. If you consider it, there are some points to watch that can save you money.

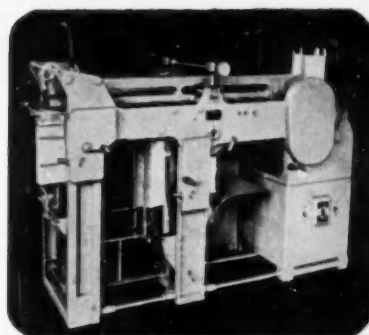
Direct mail is a hard task-master. It gives you direct answers on how good or bad you are, that you can't duck. You will have the answers fast so that you can decide what your next step will be, and make necessary changes within a few days after your first piece of mail has gone out.

Don't say, "I will give mail a trial" and then proceed to send out 5000 letters and wait for the flood of orders. If you do this, you join the vast throng who say "I tried direct mail and it didn't work. Our business is different." It's never the business that's different, it's the businessman. Commit yourself to a sustained program that will cover six months or a year, and by committing I mean buy your supplies in advance so that you have a big enough investment to force yourself to carry it through.

Work with a small list in the beginning. Rather send 25 letters in six months to 1000 people, than 25,000 letters in one shot to 25,000 people. Continuity and repetition is just as important in direct mail as in other forms of selling.

In the beginning make it a one man show as much as possible. Don't give your letter to the boss so he can take it home and show it to his wife. If he thinks it's good, he'll tell his wife he wrote it, and if she thinks it's bad, you'll never get to send it out. Sell him on the original commitment of cash for the project, and after that, show him nothing but results, and by results I mean orders—not four color printed pieces. All he is really interested in is orders and if you give him enough of those, he won't ask many questions.

One more point, and this applies to all selling, including mail. I believe all mail sent out should ask for the order. If you can do it gracefully, ask for it twice—if you can get away with it, ask for it five times. If you keep asking for the order, you can't help but get some.



Scriptomatic ADDRESSING SYSTEM CUTS COSTS ON PLATES AND STORAGE

Users of this modern method of addressing and record duplicating are showing substantial savings where list operations are complex or large in volume. Key to the system is the Scriptomatic Addressing Machine which permits use of cards for masters. Ordinary office writing equipment is used. Up to 4" of data can be typed on a Scriptomatic master.

Costs of metal stencils, special stencil preparation and bulk storage space are eliminated. Regular tabulating machine cards or group-sort cards may be used as masters. Sales analysis and other statistics may be kept on same cards as your duplicating masters, so that you can use high-speed mechanical methods to pre-sort your lists.

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Scriptomatic Addressing Machines are being used by the U.S. Navy, and also in mail order work, magazine publishing, finance companies and in commercial reporting... proving the broad scope of application for the Scriptomatic System. Perhaps you, too, can cut your costs considerably. We invite your inquiry.



SCRIPTOMATIC, INC.
316 N. 11TH STREET
PHILADELPHIA 7, PA.

Please send me complete information on the Scriptomatic Addressing System.

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COMPANY
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Gimmicks Are The Gags Of Showmanship

by David M. Rubinstein

Reporter's Note: This story is an excellent follow-up to our section on gadgets in the April Showmanship issue. The subject of gadgets is a highly controversial one. You'll be interested in this case history on the use of them... by a company you might think would be a "non-gimmick using" business. At the time we wrote to Advertising Manager David M. Rubinstein for this story, his company, Fidelity Interstate Casualty Company, 1015 Chestnut Street, Philadelphia 7, Pennsylvania, already had a successful six-month campaign of gadget letters behind them. The results were excellent... and the insurance company is still using them with no intentions of abandoning the "gimmick" idea.

Agents in the field get an endless stream of letters from the Home Office. Sending letters seems to have become the *sine qua non* of a ritual called "Internal Operations". Sometimes the letters contain praise. But most often they are letters of mild reproach, advice and "inspiration." They welcome the new Agent, offer bonuses and awards, assign quotas, point out changes in premium rates or policy fees and, considering the limitations inherent in a letter, attempt amazing things. And the strange thing is—the majority of these attempts are successful.

Still, if you ask the average Insurance Agent for his honest opinion of this incessant barrage of letters, he'll oblige by telling you in blunt words exactly what you can do with your letters—and that includes all varieties, excepting perhaps the ones that contain commission or renewal checks. And one other kind. But of that later.

You can't blame Management. The desk-riders at the Home Office who plan the selling stratagems and scan the sales reports are the victims of certain pressures too. There's always a Top Man whose fluctuating temperament needs constant watching. Let production be just tolerable and letters seek to make it better. Let production dip below established minimums and all sorts of epistolary demands issue at once from the Home Office.

Usually, after a few months of affiliation the Agent in the field has won his genuine leather wallet, his initialed fountain-pen and his brief case with specially constructed pockets of brochures, Hershey-bars and application blanks. Just how many letters he received prior to acquiring these "wonderful send off awards" is difficult to judge, since the "nursing period" requires letters of welcome, congratulations, promises, indoctrination and several plain "as if-you-were my-brother" types of messages.

And finally there he stands: Mister Agent, scrubbed, brushed, combed and shined—and a bit restive and, we suspect, a bit cynical. By now he may have become a little less than eager to dash homeward to intercept the mailman at the corner to learn what the Home Office Oracles have to say this time.

This gradual lessening in the acuteness of the average Agent's desire to peruse the daily emanations from the Home Office geniuses is no exclusive phenomenon. It is the eternal plague of most companies that sell their products through Agents. And yet, there's no substitute for letters. Maintaining continuous and friendly contact is vital to our existence. Indeed, once the connection is broken, or even attenuated, severe headaches follow. And "heads roll".

Our problem, then, was to create a major diversion, to design a letter of such unusual form and such "interrupting" format that it would be different enough to command attention and get a thorough reading. And, of course, obtain the desired action.

After considerable meditation, palaver and prayer, this is what we did:

First we decided to use a "miniature" letter. We accomplished this by reducing our standard 8½x11" letterhead to one-half size. Folded, it fitted into an envelope that was almost square, but available from the stock of our supplier. The Vice President's name, instead of the Company's name, was at the upper left corner. The Agents regard our Vice-President with

deep affection, so we decided to capitalize this fact. The letter would now have a personal slant. Then we decided to use brief, punch backed messages, compressing these messages into short sentences. But we managed nonetheless to tell our story.

No letter exceeded one page in length. For body copy we used Vari-type, Executive type and even regular typewriter type wherever it provided a variation from what we had been using in our previous letters. We printed the letter by offset.

We used a "gimmick" in each letter, but we selected it with infinite care. We knew what we wanted to say and searched for the particular item that would help us express our body copy message and, at the same time, dramatically point up and fit into the caption. Fortunately there is an almost limitless variety of "gimmick" sellers throughout the land. The "gimmicks" we used were made of plastic, tin, wood, glass, rubber, cloth and paper. They included whistles, axes, umbrellas, hearts, spiders, trophy cups, steam irons, keys, saws, wishbones, rulers, hats and so on. We even used a set of false teeth—complete with a lone gold crown. ("Gold Is Where You Find It!" we captioned our message.)

We used Art Work. And it was good Art Work.

We set up a weekly schedule and mailed letters on the same day, at even the same hours, every week... And then we waited.

We waited for weeks. And nothing happened—just nothing at all, for the first few weeks.

Then a letter arrived. It came from an Agent who had been with the Company for several years. "Keep sending those short letters. They're tricky, but I get a wallop out of them. So do my wife and kids," he wrote. We were still rather skeptical. But that same day another letter arrived, this one from an Agent's wife. "The letters," she told us, "are very interesting." She was removing the "gimmicks" from the letters, she informed us, and pasting them to the lower rim of her lamp-shade... frieze-fashion.

We started to wonder. Were we selling too much sizzle — and not enough steak? Frankly, we couldn't answer that question. We continued to watch the incoming mails.

More letters arrived after that, lots more. We studied them thoroughly. They were sincere expressions of approval and appreciation. They carried conviction. Even the Top Man, he of the fluctuating temperament, started to smile.

Well, that's the story. Letters continue to arrive all the time. The patient, as the Medics say, had successfully survived the critical period. When one of our letters carried a miniature magnifying-glass (with an enlarging lens that really worked) and had a hole in the handle that permitted it to be worn on a key-chain, we received eleven letters of thanks. This "gimmick" was more than an attention-getter. It was useful. It had been used with a message that referred to the importance of a shaved face, combed hair and clean hands. The caption said; "Look At Your Thumb-Nail Through This — You'll Learn Something!"

We believe we have learned a few valuable tricks about "gimmicks" in letters.

1. The caption and the "gimmick" must present a tie-in that is apparent at first glance. Remote connection between the two is a fatal distraction. When we used a plastic fish, we used this heading: "Fishing Around Gets You Nowhere — Fast!" When we used a particularly revolting rubber spider, we began "Everybody's A Little Bit Scared These Days." It pays to avoid cleverness that satisfies you alone. You may have a superior sense of humor which few of your readers share. Hence, prior to printing the letter, show it around to your associates, to office personnel. Get reactions.

2. Where your list is fairly small, the extra cost in relation to proved increased effectiveness is not a serious factor.

3. Good Art Work helps a lot. On Washington's Birthday we used a small hand-axe with the caption "Honestly — It's The Best Policy."

The illustration showed the Senior Washington pointing reproachfully at a cut-down cherry tree while George, axe in hand, was pointing to himself as the perpetrator of the destruction . . . In addition to illustrations we frequently use colored paper, colored inks, screens, etc.

4. If the letters are weekly or monthly letters, they should adhere strictly to a mailing schedule. "I now look forward eagerly to Wednesday of every week," an Agent told us recently. Once, when heavy snows caused our letters to reach a certain town two days late, we received several phone calls, inquiring how come. This, we felt, constituted the Grand Trophy for Achievement. This, we felt, was the Top Award. Also, requests to be placed on our mailing list have been arriving from many sources.

Just how long we shall continue using these "gimmick" letters is at this time hard to say. Up to now, after six months (26 weekly mailings), we find no lagging of interest. Agents are more active right now than ever in the Company's history. And business is fine, thanks. While we appear to be winning, we do not intend to abandon the "gimmick" idea.



for
effective showmanship

Join the swing to PLASTIPLATES

One slip in the execution of a bang-up Direct Mail selling idea ruins the act . . . reduces the value of the idea to virtual zero. The idea that sells in print must have sparkling reproduction to realize its full value.

Nailing down this sparkling repro . . . *assuring effective showmanship* . . . that's the job Plastiplates do, and how! And the "live" results you get are only natural, for Plastiplates possess a "no-grain" plastic surface bonded to a tough pulp base . . . a surface that delivers the ultra performance of lithographic stone! That's why you capture the *whole* of a line image . . . *all* the dots in a halftone.

Another plus. Plastiplates handle cleanly, speedily . . . the new Pre-sensitized Photospeed Plastiplate is extra fast . . . comes to you ready to expose and run!

For *Effective Direct Mail Showmanship* that snaps your prospects to buying attention, join the swing to Plastiplates right now!

FREE press-test proof of Conventional or Pre-sensitized Plastiplates' superiority on your own press, plus FREE Plastiplate folders (Conventional DS62) (Pre-sensitized DS108) are yours for the asking. Write Remington Rand, Room 2835, 315 Fourth Avenue, New York 10, N. Y. or call your nearest Remington Rand Business Equipment Center.

Remington Rand



Here are two pictures of the same young executive. One above is a typical flash shot believed by many to be all that is necessary in a picture. Better no picture be used at all than this sort of "mugging." Left, a reputable photographer has exercised his knowledge of light and shade modeling to make a picture that sells the young man at a value commensurate to his importance.

Use Portraits In Direct Mail

By Hillary G. Bailey

You have heard this one a thousand times. Well, two thousand times!

"I get a stack of mail advertising every day. But I don't have time to read it. It goes into the wastepaper basket unopened as a rule. Seems like a terrible waste."

Each time you hear that damaging denunciation of the profession which provides you with tax money, you rise to fantastic altitudes in your righteous wrath and come back with a snappy answer. Your answer is a good one without a doubt. The trouble is that direct mail receivers don't know your answer and continue to throw good printed matter into the wastepaper basket.

Of course, if all direct mail copy were good (probably as good as you write), less of it would hit that wastepaper basket. Of course, if customers would let you write the copy you know to be best, the waste of direct mail would be cut down. But poor copywriters and intransigent customers will always be with us. We can't do much about them. But we can use better eye-appeal.

Progress such as we have, has made no change in the basic human capacity to receive 85% of all impressions by way of pictures. I do not doubt the capacity of many direct mail copy-

writers to draw beautiful word pictures with the mobility of type faces. But dumb readers still avoid the effort and time required to assemble a word picture. It takes the picture itself to crash their distraction.

Now direct mail services insist that they are not in the picture business. Picture production is a headache they want none of, and that is understandable. But pictures tell a story faster and more convincing than type faces, and getting a story over and securing conviction are still and always will be the excuse for the existence of direct mail.

As is to be expected, the suggestion in any type of selling to use pictures brings immediate concepts of product pictures. This concept has its place; but it is not the product picture which I insist has never been used with the forcefulness which a picture can exercise. Instead of product pictures I mean pictures of people.

Immediately, everybody stands up and sings: "Nobody wants to see people's pictures. Particularly the hatchet-faces I work with! I am not selling people, I'm selling a double action self-reversing doorknob. People! Pictures! Of all the silly ideas."

Okay. I stand rebuked. I'm used

to it. But I'm silly enough to still insist that to sell doorknobs you must also sell the people who make the doorknobs.

Maybe I'm wrong but I've always been under the impression that direct mail was more intimate than other types of contacts short of actual personal visits. Yet, a letter is still as impersonal as a refrigerator until the receiver of it can see or picture the sender. Only an actual picture of the sender can remedy that.

I've spouted this use-a-picture-thinking off to a lot of executives for the last hundred years or so, and they always give me the eye rolling-toward-the-ceiling-treatment. They say: "It isn't modest to exhibit executives' pictures. Besides, who would want to look at my picture?"

I can see some justification for that question. But it is not a question of humility nor is it a question of what the prospect wants to look at. It is a question of getting attention and confidence; and you simply can never get past the fact that people prefer people they know, or can feel they know.

Also, I ask you, who knows executives? Their families, a few cronies, a few associates, and their secretaries who can't help themselves. The relationship is as impersonal and as cold as a fishtail, and no more exciting.

Of course, many executives quicker with sarcasm than foresight will say, "So what? I'm still selling doorknobs."

Maybe nothing can be done with these birds except let them become numbers on a bonus sheet, where their personal influence degenerates to the level of a supervising robot. Maybe they like that; but I've ob-



served that modern industry has a way of discarding mechanical robots the first instant some other robot does a better job. It is easy to antique a robot. To be a nonentity is to reach ninety-five per cent of the way to total oblivion.

Only a good portrait can multiply the personal touch of an individual. It is the only device by which an executive can be in several places at the same time. It is the only way he may add something of himself to a direct mail selling piece. It is the only way a man who is some place else can look at another man with money to spend, and say in effect:

"See, I'm a reasonably acceptable Joe, same as you. I've got a dingbat that is going to do more things for you than you ever dreamed could be done." A good picture can make that appeal stick a hundred times better than type faces.

Maybe I spoiled that statement by using the adjective "good." Executives somehow have the notion they are so busy that a flash newspaper shot of them is good enough. If executives were as attractive as movie stars, I would accept that to a great extent. Most executives, though (even young executives who inherit their dignity) are too funny looking to stand the brutal treatment of a flash picture. They need the best manipulation of a Karsh, or as good a substitute as possible. Unquestionably, executives need to be known for their looks. But by the same token no executive dare be exhibited at a marked down value. Better be a nonentity.

If you want to retard the speed with which your mailings hit the wastepaper basket, use the personal conviviality of pictures—portrait pictures.

It works.

Reporter's Note: Hillary Bailey is best known as the editor of the "Red Barrell," famous house magazine of the Coca-Cola Company of Atlanta. But he has other activities. He is a columnist for several other industrial publications including "Farm and Ranch Trade News." He is also staff editor of the "National Photographer." Hillary was at one time a professional photographer and was awarded a fellowship to the Royal Photographic Society of Great Britain and was given the degree of Honorary Master of Photography by the Professional Photographers' Association of America. At a recent meeting this reporter had with Hillary in Tampa, Florida . . . he advanced the idea that too few business men use personal pictures in their sales contacts. A controversial point. So we asked to have it in writing. Here it is.



This mouth-watering menu for The Cliff House, Catawba Island, Port Clinton, Ohio, is printed by offset lithography on Hamilton Andorra Cover, White.



Pendray & Company, New York public relations firm, used green Hamilton Andorra Cover for this distinguished booklet describing its services to clients.

HAMILTON PAPERS AT WORK

When you want a printed piece to look its best, ask your printer to put it on Hamilton Text & Cover Papers. It's wonderful what effects you can achieve—just by choosing, with your printer's help, from among these colorful, luxurious-feeling papers. They take an ordinary booklet, announcement with matching envelope, folder, program, broadside or portfolio—and make it sing!

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HAMILTON VICTORIAN
HAMILTON LOUVAIN
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W. C. HAMILTON & SONS

MIQUON, PA. OFFICES IN NEW YORK, CHICAGO, LOS ANGELES



under
one
roof



Complete direct mail service
THE FOLKS on GOSPEL HILL

a division of
THE JAY H. MAISH COMPANY
Advertising Agency
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Hoke

Perpetrators Of A Hoax?

Advertising Age, in its issue of April 13, took a lot of space for an editorial, "How Fiction Becomes Fact" . . . in which the editor discredited the monthly volume figures for direct mail released by the Direct Mail Advertising Association.

The writer of this editorial complained because the DMAA releases spell out the figures, such as \$98,142,249 for February instead of \$98,000,000 or a rough \$100,000,000. He thinks "the whole thing is a hoax" . . . and that the DMAA should carefully label its statistics as "estimates."

We think *Advertising Age* was off base in holding the DMAA figures up to scorn (for the second time.) The wisecracking author did direct mail no good and at the same time revealed a lack of understanding of the basic problem and the background.

The DMAA monthly volume figures have been pretty widely accepted. They are seriously and soberly compiled. Why discredit them without first finding out exactly how they are compiled?

The DMAA Committee has always been known as the "Direct Mail Volume Estimate Committee." The figures have always been given as *estimates*. How did the Committee get started?

Direct mail volume has always been hard to *estimate*. Homer Buckley, years ago, released figures according to his formula. Others had figures which didn't agree. Later on, Leonard Raymond devised a formula and published his findings in *Printers' Ink*. Ed Mayer had a different set of figures. So did Henry Hoke, who published his formula (and all the details) in *The Reporter*. There was a lot of confusion because none of the estimates or the formulas agreed exactly.

In order to stop the confusion and to eliminate the conflicting figures, it was agreed by all parties concerned (during Harry Porter's term as DMAA president) that the DMAA should sponsor a volume estimating committee composed of the three people who had formulas, plus Horace Nahm (as chairman) acting as arbiter.

All of us had had close connections with the Cost Ascertainment Division of the Post Office. We all had the same objectives (for the good of direct mail), but with different ideas. The job was to get a meeting of minds. It's well known that the four of us have been known at times to disagree on some things . . . but we did reach a final agreement on a basic method for estimating monthly direct mail volume. It was a long, involved process requiring a lot of research, cross checking, re-checking and argument.

The final formula, admittedly, is an involved and complicated structure . . . but basically sound.

The Post Office Department, through constant spot checks and because of enormous volume, can tell at the end of each fiscal period exactly how many pieces of each class of mail were handled. The Post Office also can tell, by formula, what relationship these pieces have to the total income.

We know, for example, that during a certain period 43.213% of the income of the Post Office came from first class mail and that the average income per piece was 3.46907 cents. Not 3¢ but 3.46907 cents. Therefore, if we know postal receipts in any period (even in one group of cities which represents a known percentage of the total), we can arrive at a piece count by using the Ascertain-

ment formula. Just as the big mail order catalog houses can tell within a few cents how much money will be deposited each day within a few minutes after the incoming mail trucks have been weighed. They use a statistically computed factor showing relationship of weight to income.

And that's how the DMAA Volume Estimate Committee has been working in determining the counts on first, third, postal cards, air mail and catalog classifications which relate to direct mail.

But that was only part of the job. Research had to determine what percentage of each class could properly be labeled as direct mail. That was where the conflicting opinions had to be pulled together. They finally were. The next step . . . by thorough research, to determine an honest and fair average cost per unit in each class *in the mail*. More conflict . . . but finally resolved. Changes had to be made at intervals to take care of increased postage or increased preparation costs.

At any rate, all these elements jelled together . . . and the figures could finally be combined into a fairly simple formula, such as A divided by B equals X, times C, times D, equals Y, a "log" which when multiplied by total postal receipts gives the estimated direct mail volume in third class mail. And so on through all the other classifications of mail. The log tables are carried out to six digits, such as .337743. Not just .3.

So when the monthly direct mail volume estimates are made up . . . the figures are multiplied with all the digits.

Why should we drop the known figures and estimate February volume as \$98,000,000 or \$100,000,000 instead of \$98,142,249 as *Advertising Age* suggests? That wouldn't make sense. And the *Advertising Age* editorial didn't make any more sense.

We think the DMAA volume estimates are based on sober and serious reasoning and facts. We don't like to see them discredited. The four fellows who have worked long and hard at developing the formula are decidedly not interested in perpetrating a "hoax" even though one of the members of the committee has been called that.

It might clear the air if the Board of the DMAA employed a firm of accountants to examine all the figures and the formulas and to issue a report on the soundness (or the weakness) of the committee's findings.

Your Letterhead

TELLS MANY THINGS ABOUT

Your Business



DOES YOUR LETTERHEAD

identify your age and responsibility, especially if they have important institutional value?



DOES YOUR LETTERHEAD

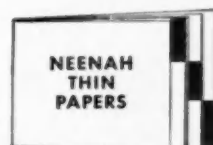
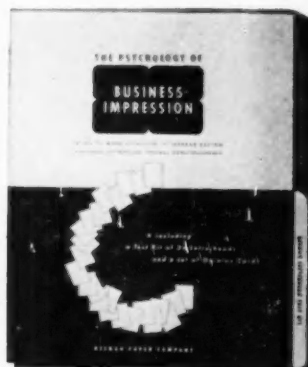
back up your salesmen with advertising, trademarks, phone numbers, guarantees, etc.?



DOES YOUR LETTERHEAD

show engineering know-how by expressing the design style of your products or services?

Progressive firms now realize that one letterhead can't tell enough about the entire company, so they use different letterheads for their executive, sales, and engineering departments. This permits each department to use its own letterhead for a specific purpose. To assist you in the modern use of effective letterheads, Neenah offers you, without charge, the portfolio, *The Psychology of Business Impression*. This is the most practical method yet developed for designing letterheads to fit your business and your markets.



COURTESY COUPON. Check the material you want, sign your name, and attach to your business letterhead.

☐ *The Psychology of Business Impression, Letterhead Test Kit and Opinion Cards.*

☐ *3 Keys to Selection and Use of Neenah Thin Papers, a portfolio of samples with ideas for effective use of thin papers.*

SIGNATURE _____



R3

Envelopes are available in all grades of Neenah rag content bonds.

NEENAH PAPER COMPANY, Neenah, Wisconsin



WHERE MAIN MEETS HOLLOWAY



3 The mailing list department is in the hands of experienced supervisors. Their accuracy and attention to detail help in compiling productive lists.



Reliable testing requires an adequate geographic cross section . . . selected in accordance with scientific sampling techniques. (Right) One of our compilation teams building a new list to a client's specifications.



5 Three of our several hundred home typists picking up and returning work under the skillful guidance of our supervisors.



A constant and systematic checking of all home typing assures top quality addressing.



6 Accuracy is the keynote; mechanical address



- in Freeport, Long Island, you'll find Creative in newly expanded facilities for processing millions of pieces of mail. Here's a quick picture tour showing the Creative family in action.

CREATIVE MAILING SERVICE, INC.

460 North Main St., Freeport, New York

Freeport 9-2431



- 1** "Happy? Sure we're happy — who wouldn't be with this fine team to work with . . . and the many wonderful firms we serve in the Direct Mail field" . . . say Bill Watson (left) and Bernie Fixler.



- 2** The production and message center . . . where all jobs start and end . . . planning ahead to assure smooth operation and constant liaison between the job and the customer.



- 4** The mailroom is a scene of bustling activity as the inserters meet another deadline under the watchful eye of our mailroom supervisor.



Extra care in sorting and bagging helps the Post Office and allows the mailer to achieve more rapid delivery.

in cutting stencils for our
using department.

Modern equipment and trained personnel combine to provide
maximum production, minimum cost, and high quality work.

- 7** Our own trucks operated by reliable drivers, guarantee a smooth flow between customer, plant and Post Office.





A NEW ADDRESSING METHOD

Carbo-Snap addressing label sheets, carbon interleaved, offer you these important advantages:

1. You are not dependent on high priced operators.
2. No machines, stencils or attachments needed . . . any typewriter can be used. Makes up to 6 copies with ONE typing. (With an electric typewriter you can even make 8 copies).
3. Carbons are already inserted (eliminates collating).
4. Sets are glued together on top (for perfect register of all copies).
5. Equipped with snap-out stubs (for easy removal of carbons), thus . . .
6. Keeps hands clean . . . also your mailing list.
7. "CARBO-SNAP" labels can be stored easily — 1 million labels will fit into a standard office file.

FOR FREE SAMPLE, WRITE TO

PENNY LABEL COMPANY

9 Murray Street New York 7, N. Y.

HOW TO WIN NEW MAIL ORDER CUSTOMERS IN VOLUME FROM

125 M 1952-51 \$1 BUYERS CLASSICAL RECORDS

Cultured, responsive mail buyers of \$1 sample record to interest them in choice mail record club. 50% men. Alphabetical. 1½¢ per name. Empties. Just cleaned and put on plates.

Write for MOSELY CARD
M-5798 Dept. R-6.

Mosely

MAIL ORDER LIST SERVICE, Inc.
38 Newbury St., Boston 16, Mass.
NEW MAIL ORDER CUSTOMERS IN VOLUME

ROSKAM

For LISTS, DIRECT MAIL, MAIL ORDER ADS
We've got the lists — the know how — mail programs planned, created, completed. Cut costs, increase pull, avoid mistakes and headaches.

WRITE OR WIRE TODAY!

O. H. ROSKAM, ADV., 1430 Grand, K. C. 6, Mo.

A Wonderful Project

*How Ottawa Women's Ad Club
Is Helping Retail Sales People*

The following letter from Constance Troy explains all about "Courtesy Unlimited." Read it carefully. Pass it along to any friend who belongs to a women's ad club.

Dear Mr. Hoke:

I have frequently written to you but for Mr. Adamson, of the Post Office Public Relations; this time it is on my own account. What I have to write about is not, possibly, strictly Direct Mail, and yet, in a queer back-hand way, perhaps it is. But I thought you might be interested.

I am a member of the Women's Advertising Club of Ottawa and a couple of months ago we instituted a little project which, even though it is still in its infancy, is creating quite a bit of interest. We call it Courtesy Unlimited, and it might also be called Direct Mail Advertising, in reverse! Here's how it works:

During the course of a month (that is from meeting to meeting and we meet the third Monday in each month) each member pays particular attention to the various sales people she comes in contact with, and these can include sales clerks in stores, service station attendants, waitresses or waiters, bus drivers—in short, anyone who serves the public directly. She looks for anything which might be considered special courtesy or service over and above what you normally expect from these people.

I'll give you a couple of examples—one recent one concerned a man who went into one of our shops and was looking for a very unusual article. He wanted cotton nightgowns, buttoned down the front, long and slit down the back. It was impossible to obtain these. One of the clerks in this store overheard him making the request to the salesgirl and also heard the information that this article simply did not exist. She also noted the man's downcast expression (he was not young.) On his way out of the store she went up to him and asked him about these strange nightgowns and he explained that his elderly wife

was bedridden in the hospital and had arthritis very badly in her hands and arms.

She found that the type of gown used hurt her badly and when the clerk suggested that surely the hospital had gowns slit down the back, he said they had but that they were all short and his wife wanted long ones. He seemed very depressed about the whole thing.

So the clerk said that if he would like to buy the ordinary cotton nightgowns which the store had, she would take them home, slit them down the back, open them down the front and put in buttonholes and buttons and this she did—about a dozen of them!

Another case was of a woman clerk in a drug store who went to a great deal of trouble to suggest a type of cosmetic for someone who seemed to be allergic to most kinds. She really went to a great deal of trouble with the result that one kind was found to be fine and the customer has bought this ever since—from that drug store.

Those are only two instances. We had several more. So, the names are submitted at the meeting with the person submitting them telling the story without the name of the firm or clerk concerned. Then, each in turn is voted on and three chosen each month. The name of the firm and clerk are then told and the president writes a personal letter to the store manager, or owner or whoever is at the head of the concern—addresses him by name which has also been procured by the one submitting the item—, sends a copy of the letter to the clerk with two passes to a local theatre.

The theatre managers have cooperated wonderfully, and the scheme is going over fine. It makes the rest of the staff more alert, pleases the firm and puts the whole lot of them on their toes.

The idea was born at one meeting when we were talking about some of the surly people met in stores etc., and someone suggested jokingly that, as advertising people, we should be

able to do something about it. One member had this idea because as she put it, following the old principle that you catch more flies with sugar than vinegar, we could perhaps correct the surliness through rewarding those who went to a bit more trouble to be nice.

Then, of course, the notice of the meeting gets into the papers with the names of firms and people who have earned the reward that month. It's young, but already its taken on. Thought you might find interest in this little project.

Sincerely,

Constance Troy

Reporter's Note: We think it's a wonderful project. Should be copied throughout the United States and Canada. And it does concern direct mail. Would help to make all advertising more productive by improving "relations" at the point of sale. The plan is very much like (but with a different slant) the scheme used by Lucille Shoop, formerly of the *Christian Science Monitor*, in teaching her classes the value of friendly, "unnecessary" letters.

This reporter has used it in his direct mail courses. Induce the students to pick out a half-dozen or a dozen people who do not ordinarily get praising letters—a clerk, policeman, cab driver, elevator operator, etc. Write them a friendly letter thanking them for some extra service or just praising them for doing a conscientious job. Send a carbon copy to each person's boss. Some of the reactions to this activity are amazing... in new friendships, more service and sometimes in orders. We advise every direct mail copywriter to try it at times. Teaches you how people react to sincere flattery or unexpected attention.

Of course, the most famous story of all times along this line concerned Florence Ziegfeld who bet he could get a reply from 100% of those he addressed. He sent the same identical telegram to 50 different people. Contained only one word... "Congratulations!" All 50 responded with thanks. Nearly all had had something happen, like a raise in salary, a birth, a marriage, and they thought Ziegfeld had heard of it. The others thought he knew something about to happen which they didn't know... so wrote to make cautious soundings.

Try it sometime... and you'll find it works. People like to be noticed. So... thanks to Constance Troy for bringing up this neglected subject again.

My Mail Order Day

By Jared Abbeon

Reporter's Note: This starts what might become a monthly feature... if it's well received. A mail order friend of ours, who wants to remain anonymous at least temporarily, thought we might be interested in a fast-moving diary of what an average, medium-sized mail order operator thinks about and what happens to him. So here's the first shot. If you have any reactions, criticisms or suggestions... write to Jared in care of The Reporter, 224 Seventh Street, Garden City, N.Y.

The accountant's report is in for last month.

On over \$12,000 in sales we made a net profit of \$25.63... Not bad for a month's hard labor.

Oh well, next month the sun will shine and the mailman will grunt under the burden of the incoming orders.

The local Superintendent of Mails just 'phoned. That smashed package we sent down shows signs of having been run over by a mail truck. He will shake up the boys down the line. By and large, the Post Office does a good job on well wrapped packages, although it is necessary occasionally to alert them on sloppy handling... Can't kick about the local boys—they certainly give us their cooperation.

Got a crick in my back today from helping carry out work to our Letter Shop's station wagon. One post card doesn't weigh much... but 100,000 come under the heading of "heavy literature."

Last night, finished reading book on selling by mail order. Lot of rehash nonsense and generally-available information. In reading this stuff it is always a good idea to look at the title page and see how the author makes his living,—like looking up a fighter's record—"who did he ever lick?"

High on the recommended reading list, "Catalogs and Counters," printed by the University of Chicago Press,—a history of Sears Roebuck. Plenty of good meat among that verbiage.

Spent a pleasant hour or so with Miss Coolidge of Names Unlimited, list brokers. Picked out ten lists to make a test mailing of 2,000 names each. Amazing to see the number and quality of lists available for a one-time-rental from a qualified list broker. Who would ever believe that 40,000 people would purchase a specially treated mat to chase the fleas from their reclining dogs?

Order in today from Cole Porter, the composer... Always have to laugh at the folks who say—"Only farmers buy through the mail—that busy executives do not read their own mail"... Among our 10,000 customers are plenty of farmers; but also dozens of bank presidents, hundreds of doctors and such individuals as a couple of the duPonts, including Mr. Ireneé himself; Mr. Bulova of Bulova Watch; Mr. Stokely of Stokely Van Camps Foods; one of the Rockefellers; Mr. Hearst of Hearst Publications; Colonel McCormick of the Chicago Tribune; Mr. E. Meyers, Chairman of the Board of the "Washington Post"; Senator Green of Rhode Island; Commander Donaldson of Zenith Radio; Mr. E. Foote, formerly of Foote, Cone & Belding; Tom Girdler of Republic Steel and a shipping clerk in Sheboygan who bought one of our \$13.50 pocket knives, saying "I want to have the finest pocket knife of any shipping clerk in Sheboygan."

Blue-chip companies also buy by direct mail. We number such accounts as: General Electric, General Motors, American Viscose, Continental Can, Westinghouse, etc., and hundreds of other AAA-1 companies... Who says only hicks buy by direct mail?

Under the heading of "Time Material"—got a letter from the State Motor Vehicle Bureau today demanding answer by the 9th of the month "OR ELSE." The envelope was dated on the 11th of the same month. Another good offer gone astray!

How To Get The Right Start In Direct Advertising

By Harrie A. Bell

Section VI:

"I Take My Pen In Hand

So far as I know there are no definite rules on how to begin the preparation of actual copy and layout. After more than a quarter of a century of doing it, I still vary the process from day to day and from job to job.

But the one invariable ingredient that *is* essential is to have clearly in mind the Basic Idea on which you are focusing your effort. (If you have not fully absorbed the conception of what the Basic Idea is, reread and rethink that section before you go further.) It is assumed that you have also made adequate preparation of your mind by following a routine of investigation as outlined in the previous sections.

As a means toward keeping "on the main road," you will find it helpful to make a check list of the important points you will have to keep in mind. Your check list might have such scattered items on it as:

- low income group
- small payments on monthly bill
- flat rate of \$5 per outlet
- standard drop cord outlet (illustrated)
- special fixtures extra
- time limit—July 15th
- return card enclosed—don't forget
- telephone numbers, also
- 6000 on list
- enclosed in 6 1/4 envelopes
- 2 colors
- minimum electric bill is \$1 a month
- children's eyes—old people's eyes
- bright, cheerful home
- appliances—irons—toasters—heaters—fans
- comfort—health—enjoyment—utility—pride
- owe it to your family

This check list was used in preparing the mailing piece discussed in the final paragraph.

With such a reminder before you, you begin by doing nothing more drastic than loafing back in your chair and gazing at the ceiling. From then on anything may happen.

For my students at the Price School I once prepared this listing of the ways, it seems to me, I most frequently attack this problem getting to work:

The "blank sheet of paper" method which, after all, is the way I try to start in almost all cases. Pencil in hand, poised for action, with an open mind to look, and wait and think—to let come out what will. This often naturally develops into

A "try out" plan—on either copy or layout. In this phase of trying to get some idea started, I write any pertinent copy that occurs to me (regardless of at what stage in the final copy it may actually appear). Or I may fool around with rough layout ideas—anything that may occur to me which might help to advance the presentation of what I hope to impart to the reader to arouse his interest in what I am offering. Dozens of such vagrant scribbles—both in copy and in layout—may be wasted before the right one appears. Sometimes, nothing seems to appear. At such a time I may try

The "key points" approach. This is simply a writing down, in one form or another, of some heading or initial caption regarding the key points which I have already determined as the reasons why prospects will buy. Sad copy doesn't bother me; I keep on trying. Finally it may happen that a poor line is father to a better one.

The "illustration" start explains itself. If you are going to use a photograph, already in hand, you can tackle the job by concentrating on that photograph. The same applies if it is a drawing you have in hand. Or maybe you will have to originate an illustration to make clear your story—and aiming to solve that problem first may lead to your getting started.

The "catch line" method is much like the key points approach. It's a try

and try again effort—with hope of developing those few terse, elusive words in a combination that will catch the reader's attention and assure further interest in what you have to say.

The "reference file" method presupposes that you have kept a file of material on the product or service on which you are working, a practice which I strongly recommend. If you have such a file available, of what others have done in similar cases, you will frequently find that perusal of such matters will give you the spark you need. And you need not slavishly copy some other person's efforts. In fact, time and again you may get your start by observing that another hasn't hit just the correct approach.

When all methods fail — as they often will — I recommend, and use myself

The "subconscious" way. This means merely to chuck the whole thing out of your conscious mind. If you have done honest investigation and given intelligent consideration to all the facts and circumstances surrounding your problem, and still can't get started, "sleep on it," as the old saying is. When you tackle the job tomorrow, you'll be amazed, often-times, at the clearer picture you now have of your problem. Of course, this doesn't always work. But it does work often enough to be highly recommended, when all other approaches have failed. In fact, in some cases, I have purposely put the subconscious to work before even bothering to make the conscious start in the various ways described.

Section VII:

A Pause For Self Analysis

Anyone who hopes to make his living from the practice of advertising—especially the planning of Direct Advertising—should be able to understand and to follow instinctively the general procedure recommended in these papers up to this point.

What has been outlined here is not so much an exposition of advertising as it is a groundwork for selling. And that applies, whether one is trying to sell a product, a service or only an idea.

You must understand all the various processes necessary to complete the sale, and you must recognize clearly the one particular step in the process which your contribution is expected to effect.

So I repeat that—if you hope to find success in this business of invoking emotional reactions with words and pictures, to influence people to buy—you must certainly master the technique of selling, at least so far as it is outlined in the foregoing chapters. A further study of textbooks and articles on salesmanship is strongly advised, as a corollary to what has been said here. The admonition may well be included that you never abandon your reading on the subject of salesmanship.

Advertising, you now understand, is only a tool; the purpose for which you are using that tool is to make sales; at least, to advance one necessary step in effecting a sale.

Advertising is not a thing justified in itself. To earn its keep it must do something. *Determine what you expect it to do. Plan your advertising to do that specific thing.*

If you have understandingly followed the discussions in previous sections, and if you now understand what you are about, you can—with intelligent use of your knowledge—take an active part in the creation of direct advertising for some useful purpose in pursuit of sales.

But here we come to a fork in the road—perhaps even to a hurdle which may appear too high to get over. Let's plainly face these obstacles to our progress.

The road so far has been in one direction; it now branches into two roads, one marked "copy" and the other "layout."

Not everyone can hope to be a top-flight copywriter. A natural or an acquired facility in the use of words, with an understanding of their phonetic values and their delicate shades of meaning are definitely helpful. But it must be frankly admitted that the high school phenomenon in English composition may flop at writing sales copy. A thorough knowledge of grammar and syntax is highly desirable—but is no criterion of success.

The bald fact is that you learn to write good sales copy by writing, re-writing, and writing again, with a definite purpose clearly in mind, and with a capacity to stick to that one purpose without wandering afield. But there are some who can never write excellent sales copy. You may be one of them. But don't let that deter you. The more fully you understand what you want to do, and why, the more effective your copy will be. And copy that is sincere, lucid and direct to the meat of the matter—even if a little awkward in

Here's how a Thomas Collator eliminates this

this



and this



IT'S AS EASY AS THIS!



1. She quickly loads the Thomas.

2. As her foot releases pedal...

3. out come the collated pages...



4. always under her inspection!

5. She depresses the pedal...

6. and releases it as she stacks*

*Elapsed collating time... 5 seconds per set!

FIGURE IT OUT!

She does the work of five girls—faster, more accurately, and without confusion—as she gathers 2 to 16 sheets into sets in one quick operation. She saves you from the chore of chasing around from department to department, to scare up more help. And she beats those last-minute deadlines with time to spare! What's more, with the adjustable trays, she can handle almost any job from 3" x 8" to 19" x 24"—whether it be price list, sales bulletin, house organ, directive, or any one of 101 different jobs.

If you're interested in more info on how to save time, build up efficiency by as much as 500%, and get out rush jobs without rushing, write us for free fact-filled illustrated folder and collating analysis sheet.



**Thomas
Collators**

135 Sales and Service Offices
from Coast to Coast

Thomas Collators, Inc., Dept. F
30 Church St., New York 7, N. Y.

Please send me folder 106 and collating analysis sheet.

Name.....

Firm.....

Address.....

City.....Zone...State.....



structure—is more sales-pulling than smooth flowing wordage which leaves the reader uncertain of its purpose, disinterested or unconvinced.

My advice, therefore, is to stride boldly down the "copy" road. Try your hand at sales copy—whether you think you can write or not. Criticize your work, revise and rewrite the same piece of copy. Check it for its probable effect on your readers. Check it for truth, for overstatement, for its capacity to stimulate desire. Check it for its clarity. Can the reader "get" what you are trying to say? Check it for content—have you included all you intended to—does it tell more than is desirable at this time?

Then check it for response. After all of this labor on your part, have you made quite clear what action you want the reader to take? Or what reaction you want it to have on him? And have you pointed out the easy way to take that action, if action is your goal?

Not everyone can write excellent sales copy. But you never know your own power until you try, and try and try. And here is a most comforting fact: If what you have written is founded on a sound knowledge of what you have for sale, the kinds of people who will read it, and why they may want to buy—and if it is sincerely presented without overstatement—even such copy (though not a work of art) will do a sound job in helping to create sales.

You may not develop into the best copywriter in your neck of the woods, but if you honestly present your goods to the right people at the right time, and invoke the correct motives to enlist their active desire, you'll get along.

What has been said about copywriting applies in equal measure to the making of layouts.

A layout is a kind of map or plan to show how the piece of advertising will look when it is finally produced.

The creator of a piece of advertising usually starts with a very sketchy plan, showing what copy goes here and what copy goes there, with spots indicated for the illustrations, and maybe some suggestion of the color or colors to be used.

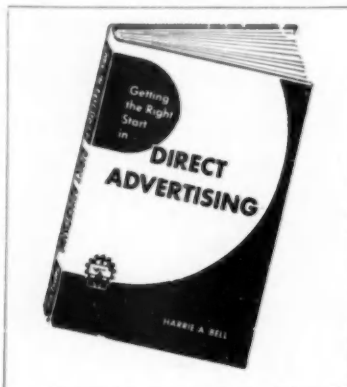
In preparation of newspaper and periodical advertising (so-called "space" advertising) the layout embraces customarily just one rectangular area wherein the various units of type and illustration are arranged to best advantage.

Direct advertising uses one-area layout on some of its forms, like mailing cards; but many of the forms of

direct advertising are more complicated, such as folders, booklets and broadsides.

In consequence, the student who begins to work out a layout for a 6-page folder, for example, must visualize not only one rectangular shape (the cover page) but must also consider the relationship of the cover design to every other page of that folder. Furthermore, he must visualize the effect of his layout on the reader at various stages of its perusal—as when the folder is first opened, and then as it is opened to its full spread.

Making the layout for a direct advertising piece therefore becomes a multi-layout problem, calling for due regard for harmony of the various



pages from the first to the last, and as a complete design.

Because of this fact it seems advisable as a beginning to take a sheet of paper, cut it to proper size, and fold it to the shape of the actual finished piece. This blank sheet, folded to exact size, is called a "dummy." When you have drawn on it your suggestions for arrangement of type matter and illustrations, it has become a "layout."

If your work on the layout has been rather sketchy—just as a suggestion—it is a "rough" layout.

Should you develop your plan for the position of type and illustrations to actual measurement—lettering in the important headlines, perhaps—it is called a "comprehensive" layout.

When your layout is most carefully drawn—illustrations either accurately sketched by an artist, or photostats (or proofs of illustrations) pasted in—with type headings well lettered, with every measurement of type matter accurately indicated, and the whole thing in correct colors—that is a "finished" layout.

In making layouts—as in writing copy—you may not develop into a top-notch. You don't have to. Your

layout is, after all, merely a map to present to someone else so that they may understand what you propose to do.

How far you will have to develop your layouts, in your own job, will depend on circumstances. Usually the rough layout is all you need to prepare, to determine your own conception of the job. If you have to submit your layout to others for approval, the visualizing capacity of those "others" will determine the matter.

In my business I present many layouts to customers for their consideration. In the great majority of cases the requirement is for a layout halfway between "comprehensive" and "finished."

If you are blessed with the natural ability to prepare good-looking layouts, make good use of it. But don't let it fool you. A good-looking layout is not always a sales-impelling layout. The layout, like advertising itself, is merely a tool which we use to attract attention, to create interest and to impel to action. Don't let designing of the layout lure you away from the business in hand. Many a handsome advertising folder or booklet has been too handsome. Recipients observed the beauty of the layout and design, but neglected to react to the product advertised.

If you think you can't make layouts, I assure you that with practice you can, if you want to. I have seen some very inept students tackle the job, and practice with determination sufficient to turn them into reasonably fair creators of layouts. Toss the crude efforts away, and try again. Then repeat the process.

There's nothing revolutionary about this advice. No serious contender in any of the sports ever got to be a threat to others until he got down to a routine of heavy practice.

You can't become a producer of good copy, nor a creator of workable layouts, unless you are willing to go through a like course of continuous, serious training. "Practice makes perfect" may not be literally true; but "practice makes improvement" is true.

Your advancement will not be measured by what you know, but by how intelligently you make use of what you know. Practice will develop your capacity to use your knowledge effectively.

Early in the year, at the Price School, I find the students will hand in as their assignment the first drafts of the copy they write, and their first crude layouts. As the year progresses I note their work improving. And many times students will submit sev-

eral layouts on the same assignment. They learn to try, and try again—and some of them want the instructor to note the improvement.

We who have been at it for a long time are not exempt. It is still a fact that my wastebasket fills up with discarded copy and scribbled layout sheets faster than the finished work piles up on my desk. So don't despair if layout technique develops slowly.

Now to get back to the fork in the road. Your copywriting may be fair, but your layout none too good. Or it may be the reverse. A student is likely soon to discover which road is easier for him—and sadly enough he often takes it. If he takes the easy road, he will probably never get back to the other one again, for the two branch out, and lead farther and farther apart. But straight ahead, between the two roads is that hurdle.

It's your job to take that hurdle. To take it you'll have to concentrate on the hard job (whether it is writing copy or making layouts) and make yourself more proficient in the job you hate to do. It takes grit, determination and practice. But if you do exert yourself, and top that hurdle, you'll be well repaid. For once over the hurdle you'll be on a straight road ahead, labelled both "copy" and "layout"—a course that it is highly desirable for a direct advertising creator.

Let's get that point clear. In large advertising agencies a layout man is a layout man. By the same token, a copywriter is a copywriter.

This is not at all the general rule in the direct advertising field—nor probably in the smaller agencies. The planner of direct advertising who can do only one part of the job is decidedly handicapped. The reason for this appears when you ask yourself where young people are likely to find jobs after they have prepared themselves . . . justifying job seeking.

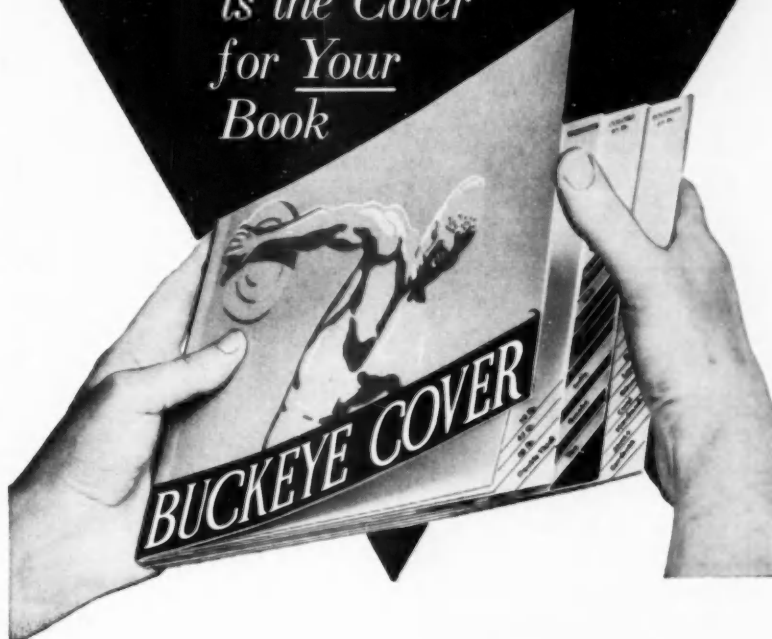
While specialization of function has been carried rather far in preparation of space advertising, it is not the case in most direct advertising jobs. It is particularly not the case in those jobs in which you may have an interest—if you are specializing in direct advertising. For that reason, it is important that at this point you do a little self-analysis, and begin to think ahead to what you'll need to know to hold down a job.

Your decision to fit yourself to create both copy and layouts, even if you do not excel in one of them, will be a safeguard to help you land a job, and to assure your advancing when you do get one.

(Continued next month)

Between the Covers of This Book

*is the Cover
for Your
Book*



You'll have the greatest freedom of choice when you specify Buckeye Cover—the oldest, most famous and most complete cover paper line in the world. Four weights, 14 colors, 9 finishes to choose from!

Regardless of the weight or color or finish you choose, you'll get the strength, the toughness and the folding quality which are inherent in this rag content cover stock.

So, if you want your catalogue or brochure or booklet to be read from cover to cover, be sure it has a cover. To make assurance doubly sure, specify *Buckeye Cover*.

FREE—ON REQUEST
*a copy of the complete sample
book illustrated above.*

BUCKEYE COVER

Made by The Beckett Paper Co., Hamilton, Ohio

You Can Help Us Award A Medal of Honor

Nominations for the 1953 Miles Kimball Award . . . a medal awarded annually by the MASA to a man or woman who has made outstanding contributions toward the greater and more effective use of direct mail . . . are now open.

Everyone interested in direct mail is urged to make a nomination.

The Judges: Mrs. Alberta Kimball, honorary chairman, C. B. Larrabee, Elon Borton, Lester Suhler and S. Mayer Feldenheimer will base their decision on the facts presented in your nomination plus any information easily available. They are solely responsible for the final decision.

Ask for a nominating blank or send your nomination in a letter to: Miles Kimball Award Committee, c/o Robert S. Crawford, 553 Carroll Street, Akron 4, Ohio, before July 15, 1953.

MAIL ADVERTISING SERVICE ASSOCIATION

18652 Fairfield Avenue
Detroit 21, Michigan

M A S A

IS YOUR ADVERTISING GETTING RESULTS?

No need to guess, or "gamble" with your appropriation. This 4A agency has specialized in getting measurable results for advertisers for more than 31 years. Write or phone for free folder, "THE TECHNIQUE OF GETTING RESULTS." THE BUCKLEY ORGANIZATION, 2108 Lincoln-Liberty Bldg., Philadelphia 7, Pa. Phone: RIttenhouse 6-0180.

Eli Kogos

MAILING **Lists**

INDUSTRIAL LIST BUREAU
45 Astor Place, New York 3, N. Y.



North Jr. TRAVELING RACK
CUTS MAILING COSTS

Ten Hook-On Trays speed up printing, mimeographing, sorting, inserting . . . keep things moving in the mail room. Write for folder. All-Purpose Metal Equipment Corp.

255 Mill Street

Rochester 14, New York

Cause For Alarm

*Association of Better Business Bureaus
Reports Fraud, Deception and
Misrepresentation on Upswing*

The Association of Better Business Bureaus, Inc. has published a report summarizing the activities during 1952 of 97 affiliated local bureaus. Some of the statistics should alarm all us folks connected with direct mail.

Fraud, deception and misrepresentation in direct mail is on the upswing in spite of all the publicity and the work of *this reporter*, the DMAA, the postal inspectors, etc. to keep the mails clean.

The BBB's last year handled 1,670,667 complaints and requests for check-up information. An increase in volume of 16% over previous year; an increase of 65% over 1949.

Read this paragraph:

THE TOP TEN INQUIRIES AND COMPLAINTS

For the third year in a row, inquiries and complaints about solicitations for funds ranked first with 118,450. Home appliances, which was sixth in 1951, jumped to second place with 93,991. Inquiries and complaints about all lines of insurance moved from fourth place to third with 93,559. Others in order were: construction, automotive, television, photographers, magazine subscriptions, furniture and rugs, and dry cleaning.

And then this paragraph on solicitations for charity:

FUND RAISING APPEALS

Since World War II, the number of fund-raising appeals has increased to a point where those who are asked to lend their names and time, and those who are asked to give, not only have become confused, but have come to question the merits of many appeals for funds to charities and causes. As a result, more people than ever are turning to the Bureaus for factual information concerning the purposes of various appeals, their financial record and the background of their sponsors and officers. In 1952, the Bureaus serviced 118,450 inquiries and complaints from business firms and the public, a 27% increase over the preceding year.

The huge mass of misleading charity appeals is hurting all legitimate organizations. Also hurting direct mail.

The time has come when we need more action. Faster action. We are glad to announce that DMAA President Lester Suhler has appointed a committee to draft a Code of Ethics for all users of the mail. The chairman is J. S. Roberts, advertising manager of Retail Credit Company, Atlanta, Georgia, whose own work and ethics are beyond reproach. His committee should work at top speed so that we will have something with which to label the bad ones as non-conformists.

In the meantime, try to work with you local BBB. Send them samples of suspicious mailings or get in touch with us. Our mail is full of evidence. So much that it's frightening.

For instance, we reported several months ago that the Post Office had issued fraud orders against most of the publishers of those phony clip-and-paste directories. The FTC also ruled against them. We were in high glee . . . until new evidence started piling in showing that the racketeers had all started up again at new addresses with a new twist . . . typing or printing the invoiced listing instead of clipping from telephone book. We are urging the Post Office to take prompt action. Maybe they will, but some suckers will send in their money.

Good news recently came from Boston, where an Edward A. Pack was convicted and sentenced to two years in jail for promoting by mail a fraudulent scheme offering spare-time work for home typists. But Pack was just one of the racketeers selling women a study guide on how to type at home and giving them a list of people employing (supposedly) home typists.

One New York fellow, who managed to get his name planted on one of these fake lists, has received pathetic letters from women as far away as California. One card came from Orlando, Florida. It read simply, "Please give me some work to do at home." We hope law enforcement

officials will find and prosecute the other racketeers, or maybe the conviction of Pack in Boston will scare off the others.

Then there's the mail order franchise racket. It's flourishing. Poor suckers who fell for it are in turn trying to sell the phony franchises to other suckers. The Post Office could stop it on the chain-letter technicality.

The mail is still full of pornographic and sensational sex trash. We have dummy names planted on the lists of most peddlers of this stuff and we've been surprised how some seemingly legit outfits buy or rent these lists for their own purposes. If any *Reporter* readers are moronically inclined, we could (if forced) supply you with addresses where you could get most anything from nude playing cards for "true gentlemen with broad-minded attitudes toward artistic accomplishments" to . . . well, most anything you can mention.

And the senders of unordered merchandise continue unabated. Christmas cards, fountain pens, wallets. The racket has grown so large (and seemingly so profitable) we are now getting evidence that plain, ordinary individual beggars are using the technique. Send shoe laces, pencils, etc. and ask for a handout or demand a return.

It's a bad situation . . . and we'll have to get it stopped some way. Maybe the DMAA Code of Ethics Committee can perform a miracle.

Incidentally . . . here's a hot one. The Post Office Department strictly enforces the laws against lotteries and gambling. It even gets after newspapers for printing race results or betting odds (in the copies sent by mail.) And yet there's a four-page newspaper called "The Winning Post" . . . giving betting information, odds etc. which is mailed from New York under a *second class permit*. How come? If the Post Office Department allows "illegal information" to get the benefit of lowest postal rates . . . no wonder it has difficulty wiping out other misusers of the mail in other classifications.

It might be a good idea for every reader of this magazine to write to Postmaster General Summerfield, urging him to urge the Inspection Department to be more active against all misusers of the mail.

We certainly do not want public confidence in the mail destroyed.

DIRECT MAIL

How Seal-o-matic cut costs \$352,000

81% man-hours saved

One of biggest mailings ever undertaken! 63,000,000 24-page booklets 8 1/4" x 11" *

Actual cost savings were reported in excess of \$352,000.00. Traditionally an envelope mailing, it would have taken more than 125,000 man-hours —

just to process for mailing.

Ten SOM's, working two shifts, finished the job in 60 days . . . an ac-

tual saving of 81% in total man-hours!!

This phenomenal performance by SOM gave still another saving — in time and shipping costs. Formerly shipped out to various district offices for a decentralized mailing, several thousand clerical workers were forced to interrupt their regular office duties to move these mailings out as rapidly as possible.

Having the entire job completed so rapidly made it possible for 135 men to complete the job easily and rapidly — at one centralized office. In terms of efficiency and time gained at these district offices, the effect of SOM on this job was astronomical.

*Name of mailer in our files.



SEAL-O-MATIC Machine Mfg. Co., Inc.

401-H Chestnut St., So. Hackensack, N. J.

Write today for details on how SOM gives you faster economy in handling self-mailers.

Automatic Sealing Service, Inc.
115 Christopher Street,
New York 14, N. Y.
exclusive operators of SOM in
New York area.

GUMMED LABELS

33 on a sheet, 16,500 in a ream

20 reams	\$2.75 per ream
10 reams	3.00 per ream
5 reams	3.25 per ream
2 reams	3.50 per ream

One Time Carbon — \$4.10 per Thousand
Size 8 1/2 x 11

Free Truck Delivery in Manhattan and Brooklyn

m. victor, addressing service

130 Flatbush Avenue STerling 9-8003 Brooklyn 17, New York

Mail-Order Advertisers!

The American Home Market Place can show you more success stories than any other big circulation magazine shopping section!

Ask to see them!

For a better understanding of what type items pay off consistently in The American Home Market Place, write:

Advertising Department — Market Place

American Home Magazine
444 Madison Avenue New York 22, N. Y.

SAME DAY SERVICE!!
FREE COPY NEGATIVES!!
Printed LOW COST Reverse Side

8x10 GLOSSY PHOTOS

25 — \$5 100 — \$10 1M — \$75
Postcards 1M — \$30 4M — \$99

GLOSSY COLOR CARDS

Postcards: 3M — 3c each, 9M — 2c each
7x11 cards: 3M — 8c each, 9 M — 6c each

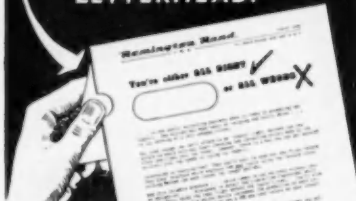
"MR. DAVID" Circle 7-7610

165 W. 46th St., New York 19, N.Y. List D

feed a man the same dish...

—night after night and he'll soon get tired of it. In direct mail, too, variety gets attention... maintains interest! You can prove this easily by testing Return-A-Card against your present mailing. You'll find the pre-addressed, "built-in" reply card makes it easier to reply—gets better results—costs less per response. Write for your FREE Promotion Folder showing many applications of this direct mail format to sales and merchandising problems.

REPLY CARD IS ATTACHED TO THE LETTERHEAD!



SALES LETTERS INCORPORATED

250 W. 49th St., New York 19,
Telephone Circle 6-0843

MAKE 'EM LAUGH!

Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Motives" monthly mailings. Unusual — effective — economical — exclusive. Write for details on your business letterhead.

FREDERICK E. GYMER

2125 E. 9th St., Cleveland 15, Ohio

Get More Customers

Your prospective customers need information, which explains the benefits they gain by dealing with you. Let me show you how to accomplish this with highly persuasive sales letters and promotional literature.

Free folder reveals successful methods applicable to your business. Send for your copy. Request it on your business letterhead, please.

EDWARD W. OSANN

Creative Letters and Advertising Literature
Since 1910

Member

Direct Mail Advertising Association
175-35 88th Ave., Jamaica 32, N. Y.
REpublic 9-2244



He Read A Sales Letter written by Shurtleff

Write for information about a "most unusual letter writing service." Shurtleff letters are 100% guaranteed to do the job.

FLAVEL H. SHURTLEFF
1520 Wilson Avenue, Paris 4, Illinois

FOR CRYING OUT LOUD!

Advertising agencies (how many, we wonder?) have been receiving a confusing letter from an advertising counsellor, Harriet P. Grandstaff of Red Oak, Texas. The letter offers (for a royalty) the use of a "patent applied for" device... a "new form for a booklet." All we can do is weep and repeat "for crying out loud!" All the device is... a booklet trimmed with a diagonal cut at bottom, so that when opened it will stand slightly tilted back in readable fashion. No dies required... just a shifting of stock under an ordinary paper cutter.

How could anyone think such a device could be patentable? How could anyone be so dumb as to pay a royalty on a standard trick of the graphic arts which is as old as the hills?

Irregular trimming of printed pieces has been used since direct mail was born. We'll defy Harriet Grandstaff or anyone else to prove that the idea is new or original or patentable.

Harold Stedfeld of Cleveland, for example, could show many specimens produced for American Writing Paper Company and others with all sorts of simple, other-than-straight-or-square edges.

When someone offers such things to advertising agencies... it makes direct mail look silly. And that's one thing *this reporter* would like to avoid. Will some of our Dallas printer friends (near Red Oak) please confer with Harriet... and tell her the facts of life about printing processes and cutting.

DESERVED REBUKE

Fred Weber of Rochester, New York, sent us the "open letter" printed below. Somebody at Barricini must have slipped because this firm is usually courteous and prompt. This rebuke may stir up an investigation... or at least teach a lesson to other mail order culprits:

AN OPEN LETTER TO "BARRICINI CANDIES"

New York and Long Island City

The arrival of your Easter Candy mailing with order blank (in good time for Easter) reminded me of something you might find of value.

Your previous mailing, inviting me to order Valentine Day candy, reached me on February 12. As I am also a mail seller, I wrote you reporting the too-late arrival say-

ing that I would greatly appreciate the information if our positions were reversed.

You didn't even acknowledge my letter.

In my book a mail seller should cultivate every mail contact he can make with prospects. To do this means answering all letters received—and promptly. I have found that prospects who go to the trouble of even replying "not interested" can often be sold eventually by the right kind of response—just as the prompt and correct handling of a complaint letter will usually hold the customer.

Most mail sellers subscribe to these non-original precepts.

Maybe, this reminder will prove helpful.

Very truly yours,

(s) Fred G. Weber

273 Castlebar Road

Rochester 10, N. Y.

P.S.—I didn't send you an order.

WHAT'S WRONG WITH THIS LETTER?

This processed letter was sent to advertising managers by a lettershop proprietor in California:

I Was Once

An Advertising Manager

Yes, I have been in charge of sales for several National organizations.

Now I am semi-retired and enjoying my hobby—processing letters.

Seems like a queer hobby but I find it very fascinating. I got into this line of work because I never could find a lettershop able to turn out perfect work on schedule—at the right price—all the time.

So, I started my own shop. Of course, it's easy enough for me to say that we do the best work in town at the lowest prices; but one job will convince you, I'm sure.

We do mimeographing, auto-typing, addressing, folding, mailing, sealing, metering—the works; and I can assure you that no "sloppy" job ever leaves this shop.

So, next time you want a good letter job, try this old advertising manager's shop, will you?

You won't be disappointed, I'll wager.

Sincerely yours,

(Machine signed)

Reporter's Note: We don't like this type of selling. It is negative and therefore harmful. It's dangerous to knock competition. The service should be sold on its own merits. And, to make matters worse, the processing of this letter was definitely not as high class as the work produced by any number of lettershops in the same area.

DEPARTMENT OF BUNKUM

Here is copy from an indented paragraph printed in red close to bottom of first page of a two-pager:

Why am I writing you about this wonderful opportunity? Because after considering a number of possibilities we are sending you this letter as our choice for personal

representative in your community. We believe you have the ability to get things done, and that you are a responsible person with good character.

The next paragraph changes back to blue type. It reads:

Why don't we reveal our name in this letter? Because should you turn down this money-making proposition (I don't think you will), we will undoubtedly write someone else in your community, and I wouldn't want the other person to think they were second choice.

The whole thing reeks of insincerity. It is obviously a form letter. Printed (not processed) in blue and red on a letterhead of an individual (not company) who is listed as "Service Manager."

The "company" is obviously trying to get house-to-house salesmen, but their discrimination in selecting names is slightly haywire. The sample we saw was received by a fairly well-heeled company executive who is not much interested in exchanging his seat behind a desk for a doorbell-punching career.

We know it's difficult to obtain direct selling crews . . . but it can be done by mail if the letters are sincere and the lists logical.

THREE GOOD BOOKLETS

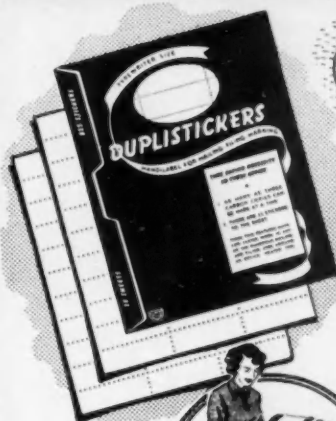
Before *this reporter* appeared on April 22nd before the Customer Relations Council of the American Trucking Associations (Florida convention), he read thoroughly and enjoyed three booklets supplied by Carlisle Norwood, circulation director of *Traffic World*, 815 Washington Building, Washington 5, D.C.

The three booklets contain consecutive reprints of a series of thirty-one articles by W. Schuyler Hopper of Chicago, who was employed by *Traffic World* to make a survey of the traffic field and give advice on "Selling Freight Services."

The booklets are extremely well done and contain much information of value in other than transportation selling . . . particularly in relation to training salesmen and advertising policies (or the lack of them).

This reporter got a kick out of one section which criticized executives who think "our business is different." The author hammers home the point that in almost all fundamental things, all businesses are *alike*. Only the details are different. All businesses require

for Modern Low Cost Methods to SPEED-UP MAILINGS



Write today for
FREE sample package

USE
DUPLISTICKERS
made by Eureka

DUPLISTICKERS make any typewriter an "addressing machine," for multiple mailings, catalogs, etc. Typists address 4 or more copies in one operation on letter-size sheets of 33 gummed, perforated labels. In packages of 25 sheets (825 labels) only 60c at stationery stores. White and 5 colors.

DUPLICATING MACHINES
DOUBLE AS
"ADDRESSING MACHINES"
with **DUPLISTICKERS**

High-speed, low-cost addressing is now possible on duplicating machines. No plates, no attachments required. **DUPLISTICKERS** are the answer. Sentels or masters may be filed for future use. Ideal for house organs, monthly bulletins, all duplicate and multiple mailings. Package of 25 letter-size sheets—825 labels—60c at stationery stores. (Also special 8 1/2 x 14 sheets for fluid duplicators.)

Eureka

Makers of Famous
DUPLISTICKERS

EUREKA SPECIALTY PRINTING CO.
55B ELECTRIC ST., SCRANTON 9, PA.

Price: \$2.00 per copy



And don't forget Horan's
"around the clock"
service whether your
problem is
black and white,
benday or color process.

GET THE FACTS! PHOTO-ENGRAVING COMPLETELY EXPLAINED TO THE LAYMAN

Now — "brush-up" with this modern, complete and fully illustrated guide to correct photoengraving methods.

24 HOUR SERVICE

108 pages—Lavishly illustrated in black and white, and color

HORAN ENGRAVING COMPANY, INC.

44 WEST 28th STREET, NEW YORK 1, N. Y.
Tel. MU 9-8585 • Branch Office: Market 2-4171

Please send me (prepaid) copies of your 108 page revised book, "The Art and Technique of Photo-Engraving."

My check for \$ is enclosed.

NAME

STREET

CITY STATE

The MULTIPRESS

UP TO 50,000 IMPRESSIONS DAILY
A Combination 3 in One

**ENVELOPE, SMALL JOB
and IMPRINTING PRESS**

6500 per hour with quality and register.
Flat bed and cylinder construction. Continuous feed and extension delivery.

ENVELOPE PRINTING

Coin, pay, drug, commercial, etc.

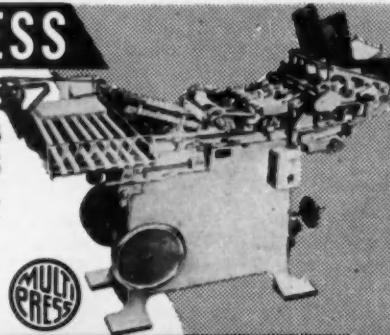
IMPRINTING

Advertising literature, labels, catalogs, cartons, etc.

JOB PRINTING

From No. 27 business card to letter-head size.

Particulars sent on request



B. VERNER & CO., INC.
52 DUANE STREET • NEW YORK 7, N. Y.



Todd Enterprises' Incentive Plan hypos sales with this series of twenty-four foreign travel glamor pieces. Salesmen receive a different mailing every three days during the contest . . . including several mailing direct from Bermuda.

shrewd management, careful planning, intelligent selling.

We try to base the editorial policy of *The Reporter* on this one basic theory. Our readers are from many different businesses but their problems are not really different. The successful case history or idea passed along from one business might be adapted or used by someone in an entirely different field, but with the same basic problems.

That's why we recommend that you try to obtain copies of the *Traffic World* booklets. Write to Carlisle at the address given. There's no price mentioned . . . so we are guessing that the booklets are distributed as a good will promotion. And from what we observed at the Bellevue Biltmore, "good will" is the middle name of the gentlemen who operate *Traffic World*. Their lawn party was a Hollywood technicolor oscar winner.

FOREIGN TRAVEL GLAMOR BY MAIL

Many firms run sales incentive campaigns throughout the year to bolster their sales-force productivity. Usually a cash or merchandise award is presented to the top sales producer. Salesmen out-selling their doorbell-

ringing brothers during such *get-out-and-go!* contests have won most everything from 98¢ watch fobs to \$1,000 watches.

Now, organizations are buying the unique sales incentive package offered by Todd Enterprises, 11 East 45th Street, New York 17, New York. Mentored by young Dick Todd, a former sales executive for Pan American Airways, the plan has as the winner's premium an all-expense-paid deluxe 5-day trip to Bermuda—completely enthralled in luxury. Contests run for three months and the top fifteen men and their wives get to make the trip . . . which includes every little "extra" you can imagine from chauffeured English limousines to flowers for the ladies.

Company cost for Mr. Todd's completeness averages around \$6,750. But it seems to be well worth it. Todd Enterprise subscribers include General Electric Corporation, Westinghouse Radio Station, Remington Rand, Inc., Research Institute of America, etc.

Success in using the Todd program is accomplished, however, before the group of winners even get to the gangplank of the luxury liner "Queen of Bermuda." Company sales take a 90-day zoom upward.

This success of tremendous produc-

tive stimulation in salesmen happens because of the consistent bombardment of glamorous direct mail each salesman receives. The Todd Bermuda Incentive campaign includes a series of 24 colorful direct mail sales motivators (see illustration). They feature the romance of luxury travel by air and oceanliner to magnificent accommodations in beautiful Bermuda. Every three days throughout the contest the salesman receives a new stimulating direct mail piece designed to incite and place the trip in front of him.

Many of the mailings are post-marked Bermuda. Full color booklets, travel brochures, and personal letters of invitation by Bermuda's hotel managers are only a few of the direct mail hypos in Todd's sales promotion kit. The direct mail stimulators range in size from a small simulated baggage tag (with the salesman's name filled in) to a full color 18"x24" brochure which has a coral beach scene actually covered with real pink Bermuda sand. Each piece also has room for a company imprinted message to report, for example, that "Joe Doe of the Cleveland office is presently ahead of the flock. Better hurry up."

Besides this impressive direct mail promotional campaign and Todd's personalized services throughout the contest and trip . . . the plan also includes full publicity coverage of the contest and its winners. Todd personally accompanies the group of 30 on the Bermuda junket, grinding out countless releases for hometown and trade press outlets.

Evidence that the Todd Enterprise Sales Incentive plan is worth the expense comes from testimonials of its users. Thor Washing Machine Company claims that in one campaign their top man was 265% over his sales quota. The lowest salesman in the competition was 178% over. Hotpoint Appliances' top man in a contest was up 294.8% in his sales.

Young Todd is an expert in group travel promotions. Several years ago he made quite a niche for himself with a "College Week in Bermuda." It was ballooned by *Life Magazine* with a cover and feature story spread. He knows how to set up group travel in every detail so that movement flows with nothing but luxury for the travelers.

Now, through the use of glamorous direct mail to stir its importance and desire, Todd's business is rising like a ping-pong ball in a tub of water.

So are the sales charts of the companies that subscribe.

SHORT LETTERS

Persistence and brevity (and the ability to arouse curiosity!) are the reasons for the success of perhaps the shortest follow-up sales letters in the realm of advertising. These letters are produced by Leo P. Bott, Jr., of the Chicago Advertising Agency that bears his name.

When a prospective client sends an inquiry, he is mailed a helpful and informative sales letter. If the client does not reply within 10 days, he receives a brief letter from the agency which simply and clearly states, "This suspense is awful!" There is nothing on the page other than the name, address, salutation and complimentary close. The message itself is centered on the letterhead.

If this follow-up does not produce an answer within another 10 days, a second is sent. It reads, "I hope I haven't dropped my bucket down an empty well!" This usually produces results—often many humorous and praising replies. If the prospective client still remains silent and seems worth following up further—or after an interval of several months—there is another letter to be sent: "In re: your advertising" (or sales letters, etc.—) "?????" or merely "What happened?" or the single word, "When?" or "Now?"

One of Bott's short letters is a collection form which has proved to be most effective. It reads simply:

I have been playing a game with you, but you did not know it. The object was to see who could keep silent the longest.

You have won!

I would be grateful, indeed, if we may receive your check at this time.

Leo contends that too many follow-up letters only tell the prospect that he inquired about the certain subject and has not answered the reply or replies—a fact he well knows. So his theory is merely to remind the recipient that a letter with "go-ahead action" is sought.

ANOTHER BOOKVERTISER

Leonard Shaw, publicity manager of the Norton Company, Worcester 6, Mass. sent us a new book for the library. Three hundred and twelve pages, regulation book size and binding. Title: "The Norton Story." Authored by Mildred McClary Tymeson, who was selected for the job because

the company wanted its 68-year growth told not as a technical history, but as a human, objective story. It's a fascinating tale of the development of the largest abrasive manufacturing business in the world. The growth has been helped considerably by most excellent direct mail.

FOR EDITORIAL SCISSORS

You house magazine editors might like this for a filler:

CALCULISTICS

Seven times the amount that the average person spends in the dry cleaning shops on the South Side in a year is six cents less than the average person on the North Side spends in similar shops in the same time. Together they spend \$2.46 a year.

*North Side spend \$2.16.
South Side spends thirty cents.*

We found it in the May issue of "The Right Hand" good house magazine of our former and still respected printer, The College Press, South Lancaster, Mass. Another thing we like about "The Right Hand" is a line carried on first page masthead: "Not copyrighted. If there is good here we want to share it."

PRIZE DUMB LETTER OF THE YEAR

When we were shown the letter reprinted below, we thought it was a joke. But the advertising manager of a big national advertiser swore he actually received it. He asked that his name and company be omitted from any mention. What's more . . . this particular company has a policy of answering in a friendly way every letter, no matter how insulting. It was done in this case. The response was another letter even more dumb and antagonistic. We have room only for the original letter. It was individually typed on the letterhead of a manufacturer and distributor of sound equipment and personally addressed to the advertising manager of this world-renowned company. Here it is:

Gentlemen:

The Sound Slide-film machine which The Blank Co. is using is an engineering freak.

The acoustical system is of ancient vintage, and to make matters worse the sound is discharged sideways, blasting it into the ears of some, while others get only back-fire.

To make matters still worse, a cloth substance is placed in front of the speaker, with deadening effect. If the cloth keeps the dirt out it keeps the sound in.

The sound of your machines is so bad that

There's only One DICKIE- RAYMOND

DIRECT ADVERTISING
and
SALES PROMOTION

for 32 Years



Planning
Writing
Production

521 FIFTH AVENUE,
NEW YORK
80 BROAD STREET, BOSTON

MAILERS obtain MORE
orders at HIGHER NET
from MADDERN recom-
mended mailing lists!

You'll never know how good your direct mail offers really are until you test their pull on our lists of mail order prospects for your product.

Our lists are producing record-breaking results for others . . . and they can do the same for you. Yet, they cost no more than ordinary lists.

We also arrange exchanges on a per 1000 name-for-name basis between owners of competitive and semi-competitive lists.

Mail the coupon today for FREE details about more lists of prospects for YOUR OFFERS than you ever thought existed.

Charter Member National
Council Mailing List Brokers

WILLA MADDERN, INC.

215 Fourth Ave., New York 3, N. Y.

Without obligation, send us complete details about more responsive mailing lists.

Name _____

Product or Service _____ Offer \$ _____

Company _____

Address _____

City _____ Zn _____ State _____

your Sound Slide-film programs are operating at only half efficiency. In other words, your dollar is getting you only fifty cents worth of program.

The only reason you accept this low quality of equipment is that you are accustomed to it and you consider it normal. In other words, you don't know any better.

Your machine has a number of other serious faults which take advantage of your lack of knowledge of this kind of equipment.

Even if you bought the latest model of the make you are using you would still be sixteen years behind the times.

There is no reason why The Blank Co. should continue to pay a fabulous penalty in this important matter, and we would like to have an opportunity to bring you up to date by showing you a real machine.

If you don't want to be kept in the dark longer please drop us a line.

Sincerely yours,

(hand signed signature of president)

Reporter's Note: It is difficult to realize that such letters can be written in this age. Maybe the writer is a relic of the days of hard-fisted, medicine-man selling. How can he expect to make a favorable impression when he tells his prospect "you don't know any better?" How can he expect to sell his machines by knocking his competitors without giving one tangible proof of the merits of his own? Possibly the competitor attacked in this vitriolic communication has grounds for legal action. Hope so.

Also hope that Andy Anderson (University of Illinois) and the members of his fine American Business Writing Association will use this horrible example to show their students how not to write a sales letter.

The world is full of trouble. Everyone has troubles. All business letter writers should attempt to be kind, considerate and tactful. The writer of the "you don't know any better" letter was anything but.

FABULOUS MAIL ORDER BUSINESS

Reporter mail has been full of complaints against a current campaign to induce suckers to enter the "fabulous mail order business." The originator hasn't been very choosy in his selection of lists... because top executives in some of the biggest companies have received these ridiculous offers.

Most of the pieces originate from Melrose, Massachusetts... but other similar offers come from Chicago and the California area. There must be a connecting link some place.

The promotion certainly isn't doing direct mail any good. On the face of it... the offer is absurd (and worse).

Here's all you (the sucker) have to do. You buy a franchise for \$25.00. That is all it costs to get into the

mail order business. Oh yeah? Your franchise entitles you to advertise or offer sure-fire mail order merchandise dreamed up by the franchise idea originator. You are deluged by orders which you send to the mail order father who graciously fills your order in your name and you collect the untold profits. A rosy dream. But how do you know how much it will cost to get the orders, if any? How do you know the merchandise is any good?

If these articles are any good... why doesn't the promoter keep them exclusive; handle all the mailing or space advertising and retain all the profit?

The whole idea stinks to high heaven and we have advised all correspondents to turn over the evidence to their local Better Business Bureau or to the Postal inspectors. That's what we have done with all examples reaching us.

Incidentally... the same operators are engaged in other questionable activities. In one case, suckers are sold a manual showing how to get into editorial clipping business. You clip items from local newspapers and send them to magazine editors who will pay you generously (oh yeah again) for your efforts. Another widely advertised manual tells shut-ins how to get into the home addressing business

It's profitable to SPLIT HAIRS

If your pressman wants to turn out the best color work in the business, Harris feed rolls will help him do it. If he wants to do a good job in a hurry, he can depend on feed rolls to give him multi-point front register with a minimum of adjustment and make-ready time. Either way, feed rolls mean more profit for you.

HARRIS-SEYBOLD CO.

General Offices • Cleveland 5, Ohio

*fine graphic arts equipment
...for everybody's profit*

HARRIS FEED ROLLS give the pressman control of print on the tail of the sheet, and ultra-precise front register. Feed rolls are built into all Harris presses, both offset and letterpress, from 22 x 34" to the largest sizes. Write today for more information.

...furnishes lists of firms who use homework addressing. Poor deluded people as far away as Texas, Louisiana and California write to The Reporter offering homework service because our name happens to be on the phony list.

These things hurt direct mail. They should be wiped out. That's why we need some sort of Code of Ethics for the great medium of direct mail. The sooner the DMAA can get going on this urgently needed project... the better it will be. We can spotlight the culprits by pointing out that they do not subscribe to the Code of Ethics.

A MOUTHFUL OF ADVICE FOR LETTER WRITERS

"In promulgating your esoteric cogitations, or articulating your superficial sentimentalities, or amicable or philosophical or psychological observations, beware of platitudinous ponderosity. Let your conversational communications possess a clarified conciseness, a compacted comprehensibility, and a coalescent consistency. Let your extemporaneous decantings and unpremeditated explanations have intelligibility and veracious vivacity without rodomontade bombast. Eschew all conglomerations of flatulent garrularity, jejune babblement and asinine affectations. Sedulously avoid all polysyllabic profundity, pompous prolixity, and psittaceous vivacity, clumpish jocosity, and pestiferous profanity."

We found tongue-in-cheek advice given above in an old 1937 issue of Postage and The Mailbag. It originally appeared in an Australian house magazine, whose editor, Victor Vesta, was trying to get business folks to talk and write plainly, briefly, naturally and truthfully.

SALES LETTER FROM HEAVEN!

Dave Goldwasser, in Atlanta, showed us the most unusual sales letter he ever received. It was written by a man who had been crippled with arthritis for many years but who had carried on a mail order cigar business... by writing unusual, cheerful, frequent form letters to a wide circle of customers and prospects.

Mort Hamburger of 720 S.E. 8th Street, Fort Lauderdale, Florida died on January 31, 1953. He left behind him a carefully prepared form letter... his obit.

His wife, Jessie, according to his wishes, had the letter processed and mailed. Attached to it was a black bordered card with this message: "This is to notify you that my husband, Mort Hamburger, passed on, January 31st."

Whether or not Mort had a premonition of his death, I cannot say; but there is every indication that my late husband deliberately planned for my continuation of his mail order cigar business.

I am enclosing copy of a letter that Mort wrote before his death because I am sure it was his intention for you

to receive it. I found Mort's letter in his personal file and, as you will read same, it is self-explanatory.

Mrs. Jessie D. Hamburger

Here is the letter:

Hello, Good Friend... and So Long...

I trust it will be a sunny day when the good Lord calls me yonder because I always tried to live my life with the sunnyside up.

It wasn't easy. As you probably know, fighting pain for three decades was no bargain. Yet, with it all, life has been good to me. I have no complaints or regrets.

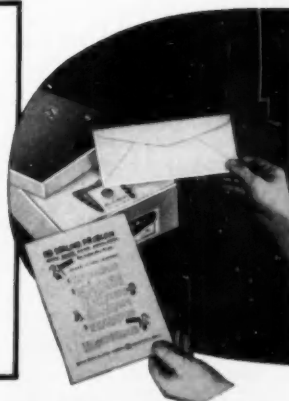
My little cigar business, started in 1936, has been a lot of fun. It has also meant independence. You have no idea how important that was. Any guy, healthy or sick, and

NO SEALING PROBLEMS WITH THESE BOND ENVELOPES

Academy	Ezerase	Old Hampshire
Acceptance	Fineweave	Old Treaty
Advance	Forward	Parsons
Advocate	Greylock	Parsons' Scotch
Agawam	Guardian	Linen Ledger
Artesian	Hammermill	Permanized Parchment
Atlantic	Hammermill Cockletone	Permanized Opaque
Brightwater	Hamilton	Plover Bond
Brightwater Script	Hamilton Script	Plover Letter
Brown's Linen	Heritage	Quality
Brown's Fine	Highway	Ravelstone
Certificate	Holmesdale	Research
Chieftain	Keith	Shelburne
Clydesdale	Laconia	Strato Air Mail
Cockletone (Hammermill)	Lenox	Success
Cold Springs	L'Envoi	Surety
Congress	Linen Record	Surrogate
Contract	Lynflax Parchment	Titan
Coupon	Management (Hammermill)	Trojan
Defiance	Merit	Valley Forge
Delvelope	Millbrook	Valley French
Densor 25 Opaque	Millers Falls	Victoria
Densor 50 Opaque	Millers Falls	Volume
DeVine Smooth	Opaque Parchment	Weston Bond
Diamond	Neenah	Weston's Opaque Script
Edgemont	Old Council Tree	Whippet (Hammermill)
Edgeworth	Old Deerfield	White Crest
Empire	Old English	Winchester
Esleek Air Mail	Old Hampden	

Now all your bond paper stationery — from 100% rag to sulphite — can have perfectly matching envelopes that seal perfectly every time... thanks to GRIP-QUIK, the special U.S.E. seal flap gum that really seals bond envelopes.

But you'll find GRIP-QUIK only on envelopes made by U.S.E. Look for this insert in every box of bond envelopes you buy.



UNITED STATES ENVELOPE COMPANY
SPRINGFIELD 2, MASSACHUSETTS
 14 Divisions from Coast to Coast

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

ADDRESSING

Creative Mailing Service 460 No. Main St., Freeport, N.Y.
Fair Mail Service 417 Cleveland Ave., Plainfield, N.J.

ADDRESSING MACHINES

Scriptomatic, Inc. 310 No. 11th St., Philadelphia 7, Pa.
Saver & Wallingford 147 West Broadway, New York 13, N.Y.

ADDRESSING — TRADE

Shapins Typing Service 68-11 Roosevelt Ave., Woodside, N.Y.
Star Typing Service 45-21 162nd St., Flushing, New York
M. Victor 130 Flatbush Ave., Brooklyn 17, N.Y.

ADVERTISING AGENCIES

The Buckley Organization Lincoln-Liberty Buildings, Philadelphia 7, Pa.
Institute of Sales Promotion 131 Lafayette Street, New York 13, N.Y.
The Jay H. Maish Company On Gospel Hill, Marion, Ohio
Martin Ad Agency (Direct Mail Order) 15 PA. E. 40, New York 16, N.Y.
Roskam Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo.

ADVERTISING ART

Ben Kerns P. O. Box 812, Greenville, S. C.
Raymond Lufkin 116 West Clinton Ave., Tenafly, N.J.
Roskam Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo.
Trakus Art Studio 349 Tenth St., Moline, Illinois

AUTOMATIC TYPEWRITERS

Robotyper Corp. 125 Allen St., Hendersonville, No. Car.

AUTOMATIC TYPEWRITING

Ambassador Letter Service Co. 11 Stone St., New York 4, N.Y.
Arrow Letters Corp. 307 West 38th St., New York 18, N.Y.
W. J. Reynolds & Company 109 North Dearborn St., Chicago 2, Illinois

BINDING

Publishers Book Bindery, Inc. 148 Lafayette Street, New York 13, N.Y.

BOOKS

The Art & Technique of Photo Engraving, Horan Engraving Co., N.Y. 1, N.Y.
Art for Reproduction Repro Art Press, 80 5th Ave., New York 11, N.Y.

BUSINESS CARD SERVICE

Bel-Thomas Printing Co. 223 Irving Avenue, Brooklyn 37, N. Y.
R. O. H. Hill, Inc. 270 R Lafayette Street, New York 12, N.Y.

CARTOON ADVERTISING

Ray Thompson Cartoon Studio Box 134, Wyncote, Pa.

CATALOG PLANNING

Catalog Planning Co. 58 Park Avenue, New York 16, N. Y.
Cullen Rapp Studios 150 West 34th St., New York 1, N. Y.

COPYWRITERS (Free Lance)

Leo P. Bott, Jr. 64 E. Jackson Blvd., Chicago, 4, Ill.
Edward W. Osann 175-35 88th Ave., Jamaica 32, N. Y.
Orville E. Reed First National Bank Bldg., Howell, Michigan
Roskam Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo.
Flavel H. Shurtleff 1120 Wilson Ave., Peoria 4, Illinois
Dick Sutherland—Business Ideas 801-37A Windsor St., Marion, Ohio
John Yeagris 442 East 20th St., New York 9, N.Y.

DIRECT MAIL AGENCIES

Rowland Brandwein Advertising 143 East 35th St., New York 16, N. Y.
Homer J. Buckley 57 East Jackson Blvd., Chicago 4, Ill.
Chase and Richardson, Inc. 9 East 45th St., New York 17, N.Y.
Dicke-Raymond, Inc. 80 Broad Street, Boston 10, Mass.
Direct Mail Services 175 Luckie Street, N. W., Atlanta 3, Georgia
Duffy & Associates, Inc. 918 North 4th Street, Milwaukee 2, Wisconsin
General Office Service, Inc. 527 Sixth St., N. W., Washington 1, D.C.
Frederick E. Gymer 2123 East 9th St., Cleveland 15, Ohio
Institute of Sales Promotion 131 Lafayette Street, New York 13, N.Y.
Mailograph Co., Inc. 39 Water Street, New York 4, N.Y.
Proper Press, Inc. 129 Lafayette Street, New York 13, N.Y.
Roskam Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo.
Sales Letters, Inc. 250 West 49th St., New York 19, N. Y.
John A. Smith & Staff 11 Beacon St., Boston 8, Mass.
Carl G. Vioet, Inc. 134 Summer St., Boston 10, Mass.
Phillip J. Wallach Company 220 Fifth Ave., New York 1, N.Y.

DIRECT MAIL EQUIPMENT — DEALERS

The Adamm Company 250 Third Avenue, New York 10, N. Y.
Mailers' Equipment Co. 40 West 15th St., New York 11, N.Y.

DIRECT MAIL EQUIPMENT — MANUFACTURERS

All Purpose Metal Equipment Co. 255 Mill Street, Rochester 14, N.Y.
Davidson Corporation 29 Ryerson St., Brooklyn 5, N. Y.
Felines Tying Machine Co. 3351 North 35th St., Milwaukee 15, Wisconsin
International Business Machine Corporation 590 Madison Ave., N.Y. 22, N.Y.
National Bundle Tyer Co. Blissfield, Michigan
Seal-O-Matic Machine Mfg. Co. 401 Chestnut St., South Hackensack, N. J.
Thomas Mechanical Collator Corp. 30 Church St., New York 7, N.Y.

ELLIOTT STENCIL CUTTING

Clear Cut Duplicating Co. 149 Broadway, New York 6, N.Y.
Creative Mailing Service 460 North Main St., Freeport, N.Y.
Spotts Drilling Corp. 2388 University Avenue, St. Paul, Minnesota

ENVELOPES

American Envelope Mfg. Corp. 26 Howard St., New York 13, N.Y.
The American Paper Products Co. East Liverpool, Ohio
Atlanta Envelope Co. 1700 Northside Drive, P.O. Box 1267, Atlanta 1, Georgia
Boston Envelope Co. 397 High St., Dedham, Mass.
Columbia Envelope Co. 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.
Samuel Cupples Envelope Co., Inc. 360 Furman St., Brooklyn 2, N.Y.
Cupples-Hesse Corp. 4175 N. Kingshighway Blvd., St. Louis 15, Mo.
Curtis 1000 Incorporated Capitol Ave. & Flower St., Hartford 6, Conn.
Delta Envelope Co., 1166 Terminal St., P. O. Box 2523, Memphis 2, Tenn.
Double Envelope Corporation P. O. Box 658, Roanoke 4, Virginia
Garden City Envelope Co. 3001 North Rockwell St., Chicago 18, Ill.
General Envelope Company 23 South St., Box 654, Boston 2, Mass.
The Gray Envelope Mfg. Co., Inc. 55—33rd St. Brooklyn 32, N.Y.

Heco Envelope Company 4500 Cortland St., Chicago 39, Ill.
McGill Paper Products, Inc. 501 Park Ave., Minneapolis 15, Minn.
Rochester Envelope Co. 72 Clarissa Street, Rochester 14, N.Y.
The Standard Envelope Mfg. Co. 1600 East 30th St., Cleveland 14, Ohio
Tension Envelope Corporation 522 Fifth Avenue, New York 36, N.Y.
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.
Tension Envelope Corporation 5001 Southwest Ave., St. Louis 10, Mo.
Tension Envelope Corporation 123-129 N. Second, Minneapolis 1, Minn.
Tension Envelope Corporation 1912 Grand Ave., Des Moines 14, Iowa
Tension Envelope Corporation 5801 Rosedale, Fort Worth 12, Texas
Transo Envelope Co. 3542 N. Kimball Avenue, Chicago 18, Illinois
Transo Envelope Co. 22 Monitor St., Jersey City, New Jersey
United States Envelope Company Springfield 2, Mass.
The Wolf Envelope Company 1749-81 E. 22nd St., Cleveland 1, Ohio

ENVELOPE SPECIALTIES

Columbia Envelope Co. 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago, Sub.
The Connelly Organization, Inc. 1010 Arch St., Philadelphia 7, Pa.
Curtis 1000, Inc. Capitol Avenue and Flower St., Hartford, Conn.
Garden City Envelope Co. 3001 North Rockwell St., Chicago 18, Ill.
Hodes-Daniel Co., Inc. 352 Fourth Avenue, New York 10, N. Y.
Tension Envelope Corporation 19th & Campbell Sts., Kansas City 8, Mo.

IMPRINTERS — SALES LITERATURE

L. P. MacAdams, Inc. 301 John St., Bridgeport, Conn.
Wolfe Imprinting Company 52 Pearl St., Buffalo 2, N.Y.

LABEL PASTERS

Potdevin Machine Company 200 North St., Teterboro, N. J.

LABELS

Penny Label Company 9 Murray St., New York 7, N.Y.
M. Victor 130 Flatbush Avenue, Brooklyn 17, N.Y.

LETTER GADGETS

Hewig Company 45 West 45th St., New York 19, N.Y.
A. Mitchell 111 West Jackson Blvd., Chicago 4, Illinois

LETTERHEADS

R. O. H. Hill, Inc. 270 R Lafayette Street, New York 12, N. Y.

MAGAZINES

The American Home 444 Madison Ave., New York 22, N.Y.

MAIL ADDRESSING STICKERS

Eureka Specialty Printing Company Scranton, Pennsylvania

MAIL ADVERTISING SERVICES (Lettershops)

Benart Mail Sales Service, Inc. 228 East 45th St., New York 17, N.Y.
Century Letter Co., Inc. 48 East 21st St., New York 10, N.Y.
A. W. Dicks & Co. 386 Victoria St., Toronto 2, Ont., Can.
Fair Mail Service 417 Cleveland Ave., Plainfield, N.J.
The Lemarge Company 417 S. Jefferson St., Chicago 7, Ill.
The Letter Shop 214 Mission St., San Francisco 5, Cal.
Long Island Letter Service 95 Mineola Blvd., Mineola, N.Y.
Mailograph Co., Inc. 39 Water St., New York 4, N.Y.
Mailways 200 Adelaide St., West, Toronto 1, Ont., Canada
Premier Printing & Letter Service 620 Texas Ave., Houston 2, Texas
The Rylander Company 216 West Jackson Blvd., Chicago 6, Ill.
Spotts Mailing Corp. 2388 University Avenue, St. Paul, Minnesota
Union County Business Bureau 7 Elm Street, Westfield, New Jersey
Woodington Mail Adv. Service 1304 Arch St., Philadelphia 7, Pa.

MAILING LISTS—Brokers

* Archer Mailing List Service 140 West 55th St., New York 19, N.Y.
* George R. Bryant Co. of N. Y., Inc. 595 Madison Ave., New York 22, N.Y.
* George R. Bryant Co. 75 East Wacker Drive, Chicago 1, Ill.
* Walter Drey, Inc. 333 N. Michigan Avenue, Chicago 1, Illinois
* Walter Drey, Inc. 157 Federal Street, Boston, Massachusetts
* Walter Drey, Inc. 257 Fourth Ave., New York 10, N.Y.
* Guild Company 160 Engle Street, Englewood, New Jersey
* Lewis Kleid Company 25 West 45th St., New York 19, N.Y.
* Willa Maddem, Inc. 215 Fourth Ave., New York 3, N.Y.
Mapleth Service Company 399 Kings Highway, Brooklyn 23, N.Y.
* Mostely Mail Order List Service 38 Newbury St., Boston 16, Mass.
* Names Unlimited, Inc. 352 Fourth Ave., New York 10, N.Y.
* D. L. Natwick 932 Broadway, New York 10, N.Y.
Roskam Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo.
* James E. True Associates 419 4th Ave., New York 16, N.Y.
* Members — National Council of Mailing List Brokers

MAILING LISTS—Compilers & Owners

Allison Mailing Lists 222 Fulton Street, New York 7, N.Y.
Associated Advertising Service 613 Willow St., Port Huron, Mich.
Bookbuyers Lists, Inc. 363 Broadway, New York 13, N.Y.
Boyd's City Dispatch, Inc. 114-120 East 23rd St., New York 10, N.Y.
Catholic Laity Bureau 45 West 45th Street, New York 36, New York
Creative Mailing Service 460 No. Main St., Freeport, New York
Walter Drey, Inc. 333 N. Michigan Avenue, Chicago 1, Illinois
Walter Drey, Inc. 157 Federal Street, Boston, Massachusetts
Walter Drey, Inc. 257 Fourth Avenue, New York 10, New York
Drumcliff Advertising Service Hillen Rd., Towson 4, Md.
Dunhill List Company, Inc. 565 Fifth Ave., New York 17, N.Y.
Fetral List Bureau 45 Astor Place, New York 3, N.Y.
Jewish Statistical Bureau 320 Broadway, New York 7, N.Y.
The Walter S. Kraus Co. 48-01 42nd St., Long Island City 4, N.Y.
Mail-Ad Co. 469 So. Robertson Blvd., Beverly Hills, California
Market Compilation Bureau 11814 Ventura Blvd., N. Hollywood, Calif.
Montgomery Engineering Company 8500 - 12 St., Detroit 6, Michigan
J. R. Monty Turf Fan Lists 201 East 46th St., New York 17, N.Y.
Official Catholic Directory Lists 12 Barclay St., New York 8, N.Y.
W. S. Ponton, Inc. 50 East 42 Street, New York 17, N.Y.

MAIL ORDER CONSULTANT

Whitt Northmore Schultz 1115 Old Elm Lane, Glencoe, Illinois

MATCHED STATIONERY

Tension Envelope Corporation 19th & Campbell Sts., Kansas City 8, Mo.

PAPER MANUFACTURERS

PARCEL POST MAILING BOXES

PHOTO ENGRAVERS

PHOTOS IN QUANTITY

COLOR POSTCARDS

PRINTING EQUIPMENT

.....52 Du

1501 East Drive

*****25 SOUTH ST.

SPEEDAUMAT EMBOSsing

SYNDICATED HOUSE MAGAZINES

TRADE ASSOCIATIONS

18652

and, Inc.....315 Fourth Ave., New

licating Co. 149 Broadway, New

VARIETY EQUIPMENT

The Adamm Company.....250 Third Ave., New York 10, N.Y.

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CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines. Help and Situation Wanted Ads—50c per line—minimum space 4 lines. Write The Reporter, 224 Seventh St., Garden City, N. Y.

ADDRESSING

OUR LISTS ARE FREE

Retailers - wholesalers - manufacturers
Banks - churches - institutions
We charge only for addressing
SPEED - ADDRESS KRAUS CO.
48-01 42nd Street
Long Island City 4, N. Y.

ADVERTISING AGENCIES

Direct selling mail order advertisers. Send \$1 for rate guide listing newspapers, magazines suitable for direct selling mail order advertising. Martin Advertising Agency, 15 E. 40 St., Dept. 33, New York.

FOR SALE

About 10,000 amateur ADULT stamp & coin collectors. Brokers welcome. Vernon Baker, Elyria, Ohio.

FOR SALE

... a well equipped lettershop and direct mail advertising agency in Texas. Good following ... all equipment in top shape. No competition in creative work. Excellent opportunity for man and wife combination who have vision and ability to sell. Other business interests reason for selling. Will sell for cash, or terms. \$10,000.00 will handle. Write Box 21, THE REPORTER OF DIRECT MAIL ADVERTISING, Garden City, N. Y.

LISTS

CHOICE LIST FOR RENT

24,000 metalworking manufacturing plants working on Gov't. contracts. Montgomery Eng. 8500 - 12 St. Detroit 6, Mich.

10,000 AGRICULTURAL LEADERS Complete list of Agriculture Teachers in 48 states only \$5.00. NATIONAL PUBLISHING CO., Auburn, Alabama.

HELP WANTED

WANTED: Production Supervisor

Lettershop in mid-west city of 105,000 has opening for qualified supervisor. Multiliths, 3 addressographs, 3 multi-graphs, postage meter, DSJ Varityper and all miscellaneous equipment. Fourteen employees. Applicant must have good record of past performance. We are not a price shop. No competition worth mentioning. Write details in first letter to Box 23, c/o The Reporter of Direct Mail Advertising, Garden City, New York.

Lithographed Stock Designs

Now available — Lithographed Full Color Letterheads, Envelopes, Statements, and Business Cards for over 100 different kinds of businesses. Big profits on this line. Write ADPRINT CORP., 836 Montgomery Street, San Francisco, Calif.

MAILING MACHINES

ELLIOTT ADDRESSING MACHINE
Cabinets for 100 & 200 trays.
Addressograph machines most models.
Cabs, trays. Get our prices before buying.

SAVER & WALLINGFORD
143 W. Bway, N.Y. 13, N.Y. WO 4-0520

OFFSET CUTOUTS

Promotional headings, illustrations, cartoons, symbols, borders, panels, holiday art, type fonts, decoration, for offset reproduction. Most complete service in U. S. Free descriptive booklet. A. A. ARCHBOLD, Publisher, 1209-K S. Lake St., Los Angeles 6, Calif.

SITUATION WANTED

CLERICAL SUPERVISOR, national mail order house experience, handling coupons, order, money; reports, adjustments, correspondence inquiries, personnel, procedures. Box 22, The Reporter, Garden City, N. Y.

the first page employing the idea. But at the bottom of the page one, his letter says "Square Span" is "easier to read

because it
consists of

thought
group ideas

but if
you ask us

MUCH harder
to write!

So—if you
don't mind—
we'll finish

MEMO TO POSTAL INSPECTORS

Did you catch the item which appeared in the Chicago Tribune on May 13, under "Letters to the Editor"? In case you missed it ... here is the copy:

HELPING THE POST OFFICE

Amboy, Ill., May 7—I have adopted a plan that is helping to meet the postal deficit. As does everyone else, I receive a great deal of mail advertising various items. The postage paid on such letters is usually 1½ or 2 cents. Invariably they weigh more than most first class letters. "Business reply" cards or envelopes are enclosed. The advertiser guarantees to pay from 4 to 7 cents postage on receipt of the card or letter. I have returned hundreds of these cards and envelopes during recent months. I send no order and usually do not sign my name, but write: "You are helping meet the post office deficit. Thanks."

L. S. Griffith

Since the writer signed his name and gave his town ... perhaps the postal inspector should call on the gentleman and tell him that his actions are unethical and illegal.

D.M.A.A. TO NEW OFFICES

The Direct Mail Advertising Association moved to new and larger quarters last month. New address is 381 4th Avenue, New York 16, New York. Mu 3-1682.

PIONEER · MOSS
PHOTOENGRAVERS SINCE 1872



Personalities In The News

REP. LATHAM of New York has suggested that the Post Office Department sell advertising space on mail boxes and trucks to help bridge the gap in the postal deficit. A similar proposal flopped back in 1930 . . . STUART TORREY moves from Circulation Manager of *Park East* magazine to *Open Road* magazine in the same capacity. Stuart was Assistant Direct Mail Manager of *Time* and *Life* a couple of years ago . . . Graphic Arts consultant DR. JOHN O. TAYLOR has been named by American Type Founders (Elizabeth, N. J.) Executive Vice President LOUIS C. EDGAR as that company's new Director of Research. Dr. Taylor has been on a consulting basis with ATF for the past year, and will continue his research on electronics in printing and dry offset methods . . . Sorry to hear of the untimely death of an old friend, JESS ABRAMS, partner in advertising firm of Will Burgess, Inc. Only 45. Heart attack felled him while indulging in his favorite sport, horseback riding. Jess was featured speaker only a few months ago at New York's Hundred Million Club.

There's a long list of new organization officers this month. GEORGE PHILLIPS, Advertising Director of Cluett, Peabody & Company Inc., (New York), was inducted into office as new President of the Advertising Club of New York. He succeeds GEORGE S. McMILLAN, Vice President of Bristol-Myers Product Division, who will continue to serve with the 23 Park Avenue Club as member of the Board. . . . New President of Printers Supply Salesmen's Guild was also inducted last month. He's FRED H. PINKERTON, Vice President of Reinhold-Gould, Inc. Fred took over his new post at the May 14 meeting after induction by DICK MESSNER, President of E. E. Brogle & Co. . . . WILLIAM C. SPROULL, Advertising Director of the Burroughs Adding Machine Company was nominated for presidency of NIAA. He's presently a Vice President and member of NIAA Nominating Committee.

Former DMAA President L. S. (JESS) ROBERTS has been given the title, Director of Advertising and Pub-

licity for Retail Credit Company, Atlanta, Ga. Been with the company since 1922 when he started as an inspector. Jess is also a former president of the Atlanta Advertising Club. . . . MGM starlet DENISE DARCEL was picked by advertising industry representatives as "Miss Advertising Essentials." She appeared with other



Darcel



Taylor



Seigel



Pinkerton

movie and show business personalities at Advertising Trades Institute, Inc. Advertising Essentials Show held at New York's Biltmore Hotel June 9th and 10th. TOM NOBLE did a bang-up job as chairman of the new show. . . . Midwest Manager of *Architectural Record* CLAUDE RIEMERMSA was May 26th speaker at New York's Sales Executives Club. Claude gave some worthwhile answers to trade journal questions.

ALAN B. KIRSCHBAUM promoted to Senior Vice President, and JOHN L. HALLSTROM to Vice President and Sales Manager of Edward Stern & Company, Philadelphia . . . DON SEGAL, Northeast Manager of Cupples Envelope Company, Inc., recently elected President of Boston Sales Managers Club. Among Don's other accom-

plishments, he's also Director of Associated Third Class Mail Users; Treasurer Mail Selling Club of Boston; Instructor Northeastern University Direct Mail Workshop; and member of Postal Facilities Committee of Greater Boston Chamber of Commerce . . . BEAUMONT, HELLER & SPERLING, INC., Reading, Pa. announces appointment of DONALD T. BEAUMONT, JR. to company's Direct Mail Division. Don just returned from Guam where he was stationed for the past fifteen months with the Air Force . . . ALBERT SLOAN, INC., Chicago national direct mail organization for retail furniture, has opened a new direct mail market on the west coast with EDGAR POLONSKY of Los Angeles heading the division. He was formerly with the National Silver Company . . . FREDERICK R. GAMBLE, President of American Assoc. of Advertising Agencies, Inc. was among the thousand business executives from fifty countries who met in Vienna, Austria, last month for a week of conferences. The discussions to cement economic relationships of nations was sponsored by International Chamber of Commerce . . . RESSELL A. MCKIBBEN has been appointed Superintendent of Direct Mail Division at Doolittle & Company, Chicago . . . International Paper Company announces that ARTHUR I. ROSS, former Assistant General Manager, Southern Kraft Division, has been elected Vice President of the Company. Ross has been with I.P.C. 28 years.

Former DICKIE-RAYMOND and BBDO copywriter BARNEY DANIELS takes over as President of Your Job In Industry, Inc., 143 East 35th Street, N.Y.C. Firm specializes in employee communications.

Cupples-Hesse Corporation, St. Louis paper products and envelope manufacturers had several personnel changes: CARL A. BISCHOFF, Vice President of the firm's St. Louis plant retired. CLIFFETON R. SCUDDER, Mr. Bischoff's assistant, fills the vacant post. Comptroller J. W. DEWS was upped to Secretary-Treasurer. And LAMAR E. OTTSEN of the Cupples-Hesse St. Louis sales staff was promoted to Manager of tag sales.

Art Director EDMUND G. MALOOLY of Ruse & Urban, Inc., Detroit, is now Vice-President of that organization . . . Another new Vice President is LYMAN E. BARRY, account executive of J. Jay Fuller & Staff, Buffalo, N. Y. Barry was former Promotion Manager at McGraw Hill Publishing Company, N.Y.

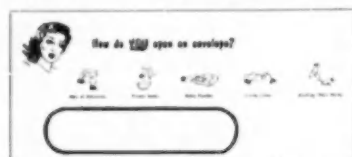
Short Notes CONTINUED

(Continued from Page 9)

long line of clever gimmick mailings is nine illustrated faces — eight of them frowning, one smiling. Scissors are tipped on to heading which reads: "Puzzle: Find the man who has just trimmed costs in his plant." Rest of copy points out the pleasant-looking gentleman used Wolverine copper tube for his heat exchanger unit. Good showmanship.



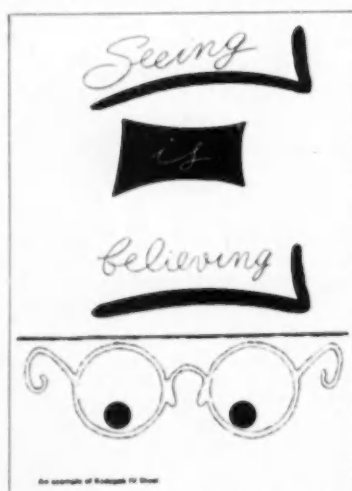
□ **HOW DO YOU OPEN AN ENVELOPE?** An interesting sales letter (mailed in envelope reproduced here from 9"x4" original) was sent by Sheppard Envelope



Company, 1 Envelope Terrace, Worcester 4, Mass. Envelope shows five different ways people open them. Inside a Sheppard imprinted envelope-opener was attached to letter as "the answer — How To Open An Envelope. "But," continues the letter, "a much more important question is: 'HOW DO YOU SEAL AN ENVELOPE?'" Rest of letter is sales message for Sheppard's Mint-E-Seal flavor seal flap envelopes.



□ **KODAK** used a clever motion folder to announce the showing of their new Ektagraph Process for screen process



printing at the recent A.M.A. Packaging Conference in Chicago. At the bottom of a 6"x9" two-fold piece were two

die-cut eyes in a simple illustration of a pair of glasses. Tipped on to the inside of the top fold was a flap that went into a slot behind the die-cut eyes. On the flap were two dots representing eyes. Top fold announced "Seeing is believing" . . . open and the eyes move upward toward inside message reading "Kodak will have something to show you at booth No. 816, etc." Rest of the copy pointed up the "show you" idea. The piece was printed on Kodapak IV sheet by the new screen process . . . fine job of presentation.



□ **GROWTH** of the National Container Corporation (executive offices at 7 Central Park West, New York, New York) has been dramatically presented in a big 10½"x14" magazine produced for the shipping container company by the Berens Organization (public relations) 101 Park Avenue, New York, New York. Titled "25 Years of Progress," the 40-page magazine traces the company's history from its 1928 founding to the present \$50,000,000 status with six mills, 45 sales offices, sixteen plants, and thousands of forest acres. Completely illustrated with photos and typographically designed in the *Life* magazine format . . . the magazine is a beautiful and accurate commentary on the company's history.



□ **THE POST OFFICE DEPARTMENT** has notified us that postal inspectors contacted the crackpot in Berkeley, California (itemed in *The Reporter*) who was using other people's business reply envelopes to mail back irregular material. The culprit agreed to discontinue the practice. Stew Jurist and other harried circulation managers please note.



□ **A GOOD "THANK YOU" NOTE** sent by Maas Brothers, Inc. Tampa, Florida has a novel opener. The note begins with an illustrated "Sincerely yours, Maas Brothers," at the top. Underneath the note reads: "You'll wonder why this letter starts with our signature. It's because the words 'Sincerely yours' express just how we feel about you." Letter was sent to new charge account customers . . . and stressed the point that although it is impossible for the management to personally thank every customer, their patronage isn't unnoticed or not appreciated.



□ **THIS SIMULATED PLAYING CARD** was recently mailed by The Wrenn Paper Company, Middletown, Ohio to promote the dual printing quality of their enameled blotting stock. The



Queen of Hearts was printed letterpress . . . Queen of Diamonds by lithography. Question is to tell which is which (on the quality stock). Arrow Press, Cincinnati, Ohio did both letterpress and litho printing.



□ **MAIL ADVERTISING SERVICE ASSOCIATION** affiliated with the Advertising Federation of America last month. Announcement was made jointly by Robert M. Gray, AFA Chairman; and John D. Yeck, MASA President. AFA roster of affiliated national advertising associations is boosted to 15 with the MASA link.



□ **WHEN WE RECEIVED** this publicity shot taken at Direct Mail Day in Des Moines, Iowa we wondered where we had seen the lady before. Sure! She's Marjabelle Young, president of Shy, Inc. of Washington, D.C. who did such a marvelous job hosting *The Reporter* booth at the last DMAA Convention. In the pix she is just about to bestow a kiss on *Look's* Henry Cowen (lucky guy) for winning the Annual Sweepstake Award.

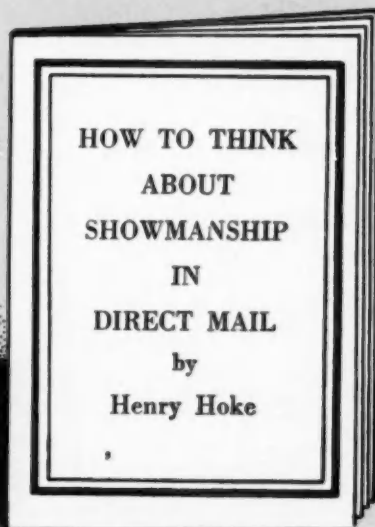


THE REPORTER OF DIRECT MAIL ADVERTISING

ALL YOUR CREATIVE PEOPLE

(including your salesmen) should have a copy . . . and should read this new booklet . . . a reprint from the April feature issue of The Reporter. It will tell them how to build adequacy into every promotion . . . why the lack of adequacy is the key to many failures in direct mail. It will tell them (1) What is Showmanship (2) The Fundamentals of Showmanship (3) A review of Formats Relative to Showmanship (4) How to Determine What Type of Showmanship To Use (5) Putting the Spotlight on the Six Major Types of Showmanship (6) The Showmanship of Realism (7) The Story of Yoon Yun . . . a campaign which exemplifies the finest kind of Showmanship.

\$1.00 HOW TO THINK ABOUT SHOWMANSHIP
6 x 9 — 64 pages — Discount for bulk orders.



From layout...



To Finished Product

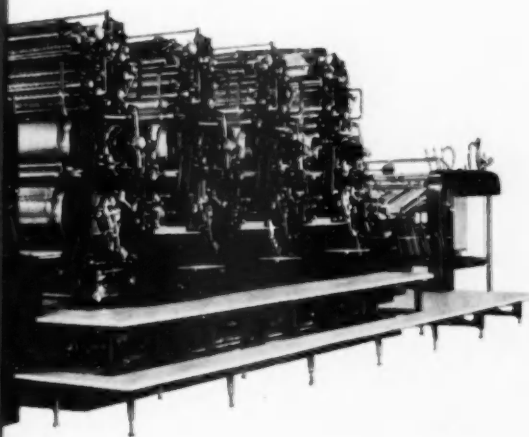


**right...
from beginning
to end**

Well begun, half done . . . fine art,
the best of plates and top presswork—
all done with paper in mind, because paper
is the base of the job.

TICONDEROGA OFFSET

Your best buy for offset
lithography on single
or multi-color presses.
Sized, fuzz-free surface has
fine ink affinity. Uniform
quality . . . particularly
good for trouble-free
long runs. In seven weights
from 50 to 150 lbs.




International Paper COMPANY

PAPERS FOR PRINTING AND CONVERTING

220 East 42nd Street, New York 17, N. Y.